

LIFE



SWEDISH AVIATORS

FEBRUARY 5, 1940 **10** CENTS

*"Boy, you shoulda seen me
breeze by Doc Tompkins,
comin' up Elm Street hill!"*



PERFORMANCE ! You'll find it in a FORD

The only place you'll find 8-cylinder performance is in an 8-cylinder engine. That's why the Ford V-8 stands alone in the low-price field!

You can *read* about Ford performance—you can *hear* about it from pleased and proud Ford owners—or you can *feel* it for yourself.

It's most fun, first-hand. See what this big car really has under its hood. Test it

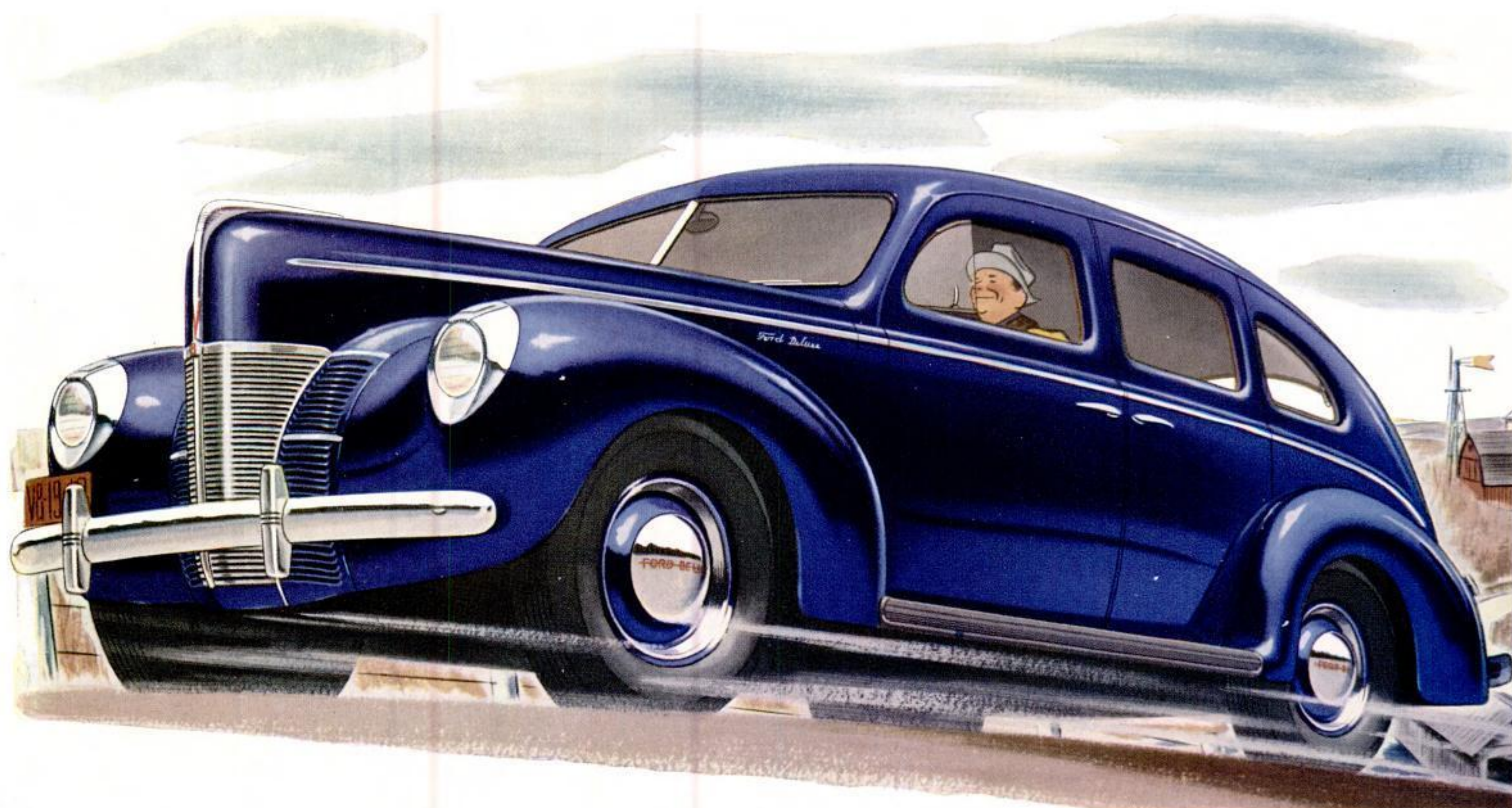
in traffic—on the hills—or out where the roads run long and straight. *Notice, also, how little gas you use as you go!*

We hope you'll be hard-boiled about it. We know what this car *can* do, because we built it. We know that the most skeptical prospects come back from their first Ford ride with a grin of genuine pleasure.

Beautiful lines—rich interiors—extra equipment—these things you

can see and appreciate on the dealer's showroom floor. But the smooth surge of 8 eager cylinders, the smooth safety of big hydraulic brakes, the smooth comfort of the quiet Ford ride—all deserve much closer acquaintance.

In a very few minutes, any 1940 Ford V-8 will show you the vital difference between promise and *performance!* And you'll surely enjoy being shown!





What you can learn from a **Glamour Girl**

Hers is "the smile that has launched a thousand styles"... for Miss Susann Shaw is one of the most sought after models in Manhattan... for gowns, nighties, hats, shoes, and jewelry. A year ago she was earning \$5.00 a day. Now it's \$50 and Hollywood already beckons.

Glamour Girls Are Fussy

Naturally, a girl who "lives by her looks" uses only those beauty aids that protect them best. And since gorgeous teeth are the first requirement of a success-

ful model, their care is most important of all.

We asked Miss Shaw about tooth pastes... which one she thought the gentlest and most thorough... and helped to give that natural brilliance and luster that the camera demands. One could see from her suddenly serious manner that this was a matter of real importance.

A Tip For You

"I use the new Listerine Tooth Paste," she said simply, "because the Luster-Foam detergent gets after

those tiny, hard-to-reach areas so wonderfully, and cleanses so gently. I've found it absolutely the best tooth paste for my teeth. Scores of girls in my profession feel the same way about this wonderful new dentifrice with Luster-Foam."

If you haven't tried the new Listerine Tooth Paste with Luster-Foam detergent, you've a treat ahead of you. You cannot taste Luster-Foam, nor see or feel its action, but oh! what a difference in the appearance of your teeth after you've begun to use it.

LAMBERT PHARMACAL CO., St. Louis, Mo.

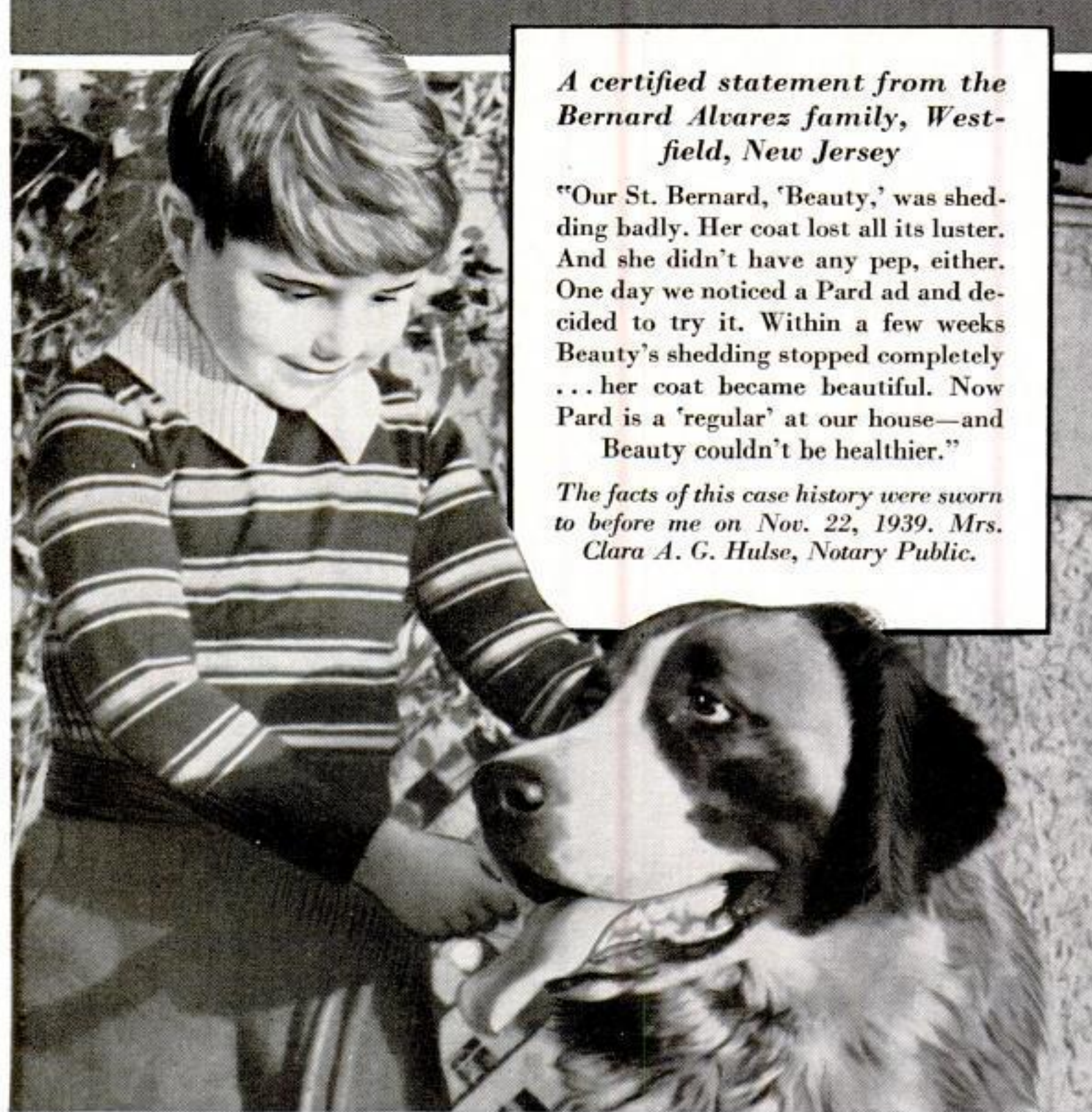
Listerine Tooth Paste *contains Luster-Foam* 25¢ • 40¢

This One



7PS0-XSH-K3YG

"OUR DOG SHED CONSTANTLY—*till* *we started PARD diet*"



*A certified statement from the
Bernard Alvarez family, West-
field, New Jersey*

"Our St. Bernard, 'Beauty,' was shed-
ding badly. Her coat lost all its luster.
And she didn't have any pep, either.
One day we noticed a Pard ad and de-
cided to try it. Within a few weeks
Beauty's shedding stopped completely
... her coat became beautiful. Now
Pard is a 'regular' at our house—and
Beauty couldn't be healthier."

*The facts of this case history were sworn
to before me on Nov. 22, 1939. Mrs.
Clara A. G. Hulse, Notary Public.*

**Hit-or-miss feeding, leading veterinari-
ans say, is most frequent cause of com-
mon ailments. None ever appeared among
the Pard-fed dogs at Swift's Kennels!**

Veterinarians point to *faulty diet* as the
most persistent enemy to canine health.
For malnutrition due to improper
feeding is more often than not the real
cause of such general troubles as ex-
cessive shedding, listlessness, dietary
skin irritation, and many others. What's
more—these ailments sometimes point
to serious afflictions of a graver nature.

More and more veterinarians are
recommending Pard because of the
scientific evidence established by the

Pard Feeding Study. The records show
that 290 pedigreed dogs—representing
4 successive generations—were raised
on Pard exclusively. While on Pard,
none ever experienced any of the com-
mon diet-caused complaints. All grew
up into sturdy, splendid specimens of
their breeds.

You can give your dog the same op-
portunity for a healthy, happy life.
Feed him Pard regularly. Pard con-
tains necessary food elements—plus
essential vitamins and minerals.



Many veterinarians recommend Pard!
Dr. A. B. F. of Illinois, says:
"Malnutrition is the real cause of the
majority of common dog ailments." To
counter-attack malnutrition, Dr. A. B.
F. recommends Pard.

A PRODUCT
OF SWIFT & COMPANY

PARD SWIFT'S NUTRITIONALLY
BALANCED DOG FOOD

**WINNERS IN PARD'S
\$5,000.00 TWIN-PUPPY
NAMING CONTEST!**

\$5,000.00 FIRST PRIZE—

Miss Lillian G. Luce, Kalamazoo, Michigan

\$500.00 SECOND PRIZE—

Mrs. Inez D. Bigler, Kansas City, Missouri

\$100.00 THIRD PRIZE—

Mrs. A. B. Harrison, Jacksonville, Florida

All other cash prize winners
have been notified by mail.

LETTERS TO THE EDITORS

Bingo Banned

Sirs:

Your pictures and comment in LIFE, Jan. 15, of the Bingo jamboree here which, as you state, is legally conducted and has become a weekly institution, is sincerely regretted by all non-Bingoists here, as it is a nationwide portrayal with accompanying descriptive material that may do incalculable damage to a community still honored not alone by her sister cities in these United States, but by dignitaries beyond their boundaries. . . .

ANDREW A. McCARTEY

Ex-Secretary
Lowell Chamber of Commerce
Lowell, Mass.

Sirs:

Lowell, Mass., doesn't compare to our city in the playing of Bingo. Thousands upon thousands clamor from dawn to dusk to play it. Clubs have special games where you get your meal free and you can spend your whole day at the game. Our oldest player makes your oldest player a spring chicken. Our player is 96 years old and the best Bingoist you ever laid eyes on.

SAM FINKELSTEIN

Akron, Ohio

Sirs:

Blushes to Lowellites and roses to LIFE for the revealing pictures of the city's Bingo stronghold in Lowell's mil-



MARY FOSTER, BACK AND FRONT VIEWS

lion-dollar Memorial Auditorium. Seems as if something should be done about it.

HENRY C. WERNER

Lowell, Mass.

● One week after the appearance of LIFE's story, Bingo was banned in Lowell by Mayor George T. Ashe.—ED.

Smoky Cities

Sirs:

After reading your description of the "eternal blackout" of St. Louis (LIFE, Jan. 15), I thought you would be interested in the new theme song of the city, which has been bestowed without permission of the city fathers. The song is *There's a Coal Mine in the Sky*.

Mayor Barnard F. Dickman is doing his best to curb this condition, but at the present time he and his committee of experts are still up the well-known tributary without sufficient means of locomotion.

Here in the county, conditions are not bad, but as one enters the city the fog and smoke get so bad that one wonders whether he has gotten up too early or has forgotten to come home the night before.

Children in St. Louis are never afraid of the dark because they are in it most of the time.

MEADE E. HAGERTY JR.

Ferguson, Mo.

Sirs:

I claim that Cincinnati has more soot and fog than any city I have ever seen.

HENRY SHACKLEFORD

Cincinnati, Ohio

Sirs:

Until seeing the recent pictures of St. Louis blanketed by smoke, I had thought

that we in Birmingham held claim to the worst nuisance of this kind in America.

Through a concentrated campaign recently begun, the Birmingham Junior Chamber of Commerce is formulating plans to combat this nuisance at its source.

JOE VAUGHN

Junior Chamber of Commerce
Birmingham, Ala.

Sirs:

The city of Nashville is as bad as St. Louis or runs it a close second.

M. E. HALL

Vanderbilt University
Nashville, Tenn.

● In 1933, when the U.S. Public Health Service found St. Louis the smokiest city, it listed runners-up (not in order) as: Pittsburgh, Chicago, Boston, Baltimore.—ED.

Lady Positively Identified

Sirs:

My lost camera has finally come home after an absence of more than a year and a half, thanks to LIFE and the young lady who sent the pictures taken from the camera. You first published the picture of the girl and Valentino on Nov. 20 last year. By some strange bit of fate, I missed that issue or did not see the pic-



MARY FOSTER, BACK AND FRONT VIEWS

ture. [The picture (above, left), developed from a film in a camera found in the sand at Long Beach, Calif., was sent to LIFE by Miss Margo Oltroge.—ED.]

The purpose of this letter is to hasten to thank you for the return of my camera and to clear up the identity of the young lady in the picture. She is *not* Mrs. Dorothy Hutchins of Berkeley, Calif. She is Mary Foster of Long Beach, Calif., and is employed by the Western Union Co. of this city.

I am sorry to disappoint Mr. Hutchins, who wrote you (LIFE, Jan. 22) to say that the lady was his wife, but Miss Foster and I both feel that he should get better acquainted with Mrs. Hutchins. I am sending you another print taken by the camera on the same day of the same young lady (above, right). Perhaps some of LIFE's readers would like to see just what she looks like from the front side. I think she is quite pretty and for the information of those who agree with me she is about 25 years of age, 5 ft. 4 in. tall, 120 lb., has blue eyes, chestnut hair and is unmarried.

LIFE was on the newsstand here Friday, Jan. 19, and after locating Miss Oltroge in the city directory, my camera was returned the same day.

BOB ELLIOTT

Long Beach, Calif.

● LIFE now regards the lady in the picture as positively identified. Mr. Hutchins admits he may have been mistaken.—ED.

Mary Martin's Marriage

Sirs:

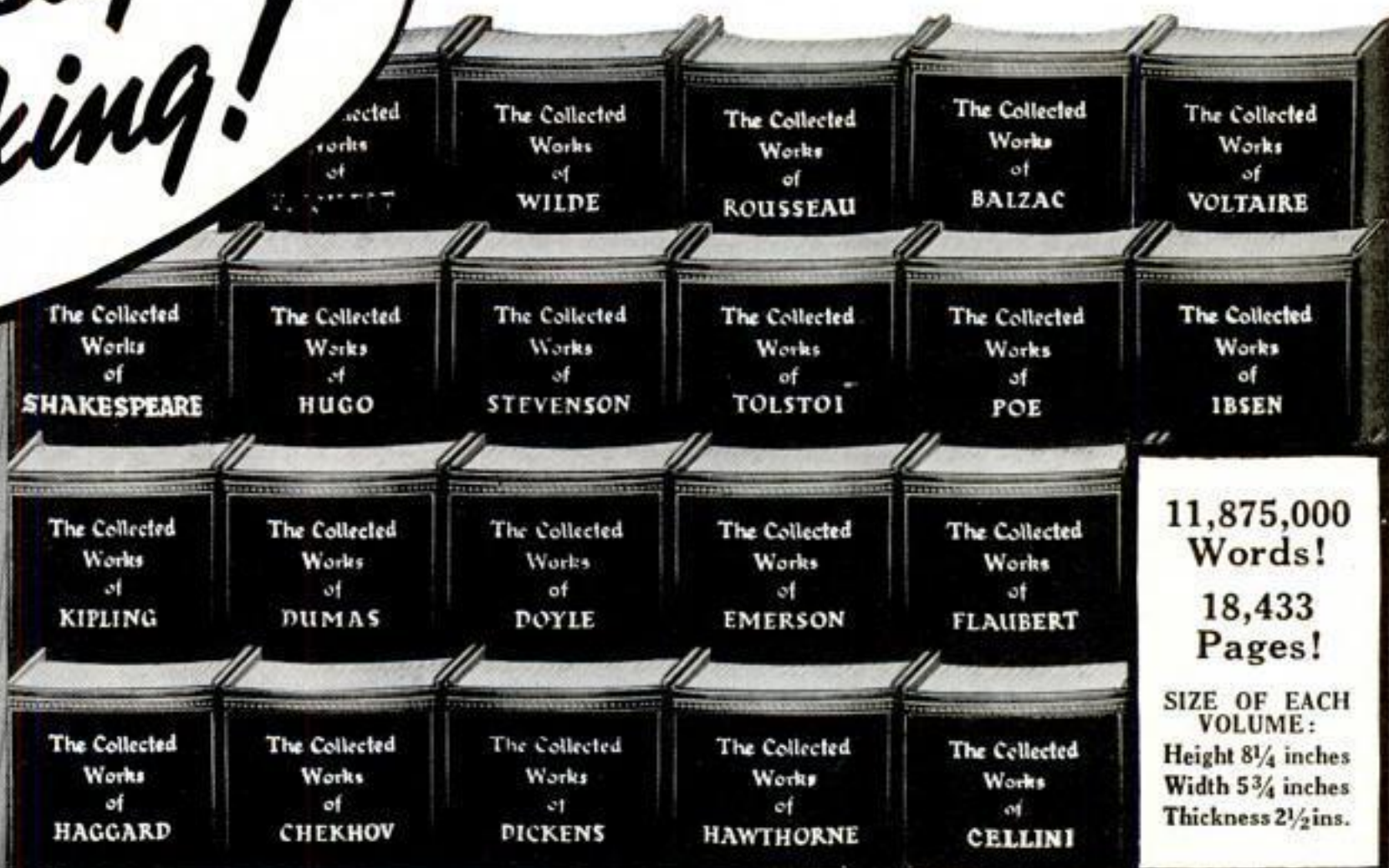
In your Jan. 8 issue you stated that Mary Martin is 24 years old and her son

(continued on p. 4)

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The Works of 25 Great Authors
in 25 Giant Volumes

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1. **SHAKESPEARE.** (See full description at left.)

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9. **DUMAS.** 175 short stories, episodes of romantic adventure—Cannibals, Mme. DuBarry, The Wedding Night, A Grecian Slave Girl, Glory of Love, Death of the King's Mistress, The Smuggler's Inn, many others.

10. **CONAN DOYLE.** All the best of Sherlock Holmes—Study in Scarlet, The Sign of Four, Red-Headed League, many more—plus Doyle's other great works—The White Company, Night Among the Nihilists, Bones, etc., etc.

11. **EMERSON.** 120 Poems and Essays, plus Biographical Studies, Conduct of Life, etc.

12. **FLAUBERT.** 6 Complete Novels and Novelettes of irresistible fascination including Madame Bovary, Salammbô, the Trial, etc.

The other one-volume editions in this great library of famous authors now in preparation but of which space does not permit a description are:—13. Oscar Wilde 14. Voltaire 15. Haggard 16. Chekhov 17. Dickens 18. Hawthorne 19. Cellini 20. Rousseau 21. Zola 22. Daudet 23. Boccaccio's Decameron 24. Gautier 25. Arabian Nights.

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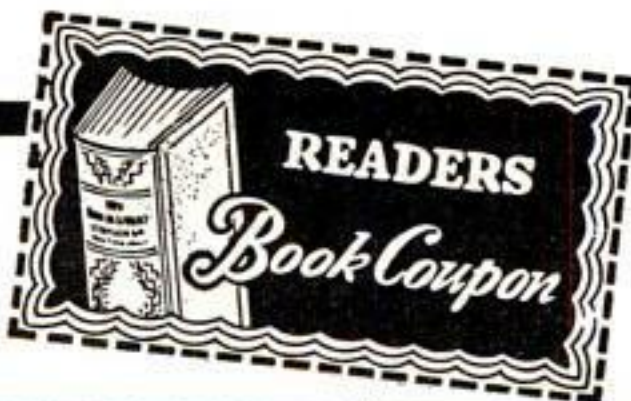
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Your First Volume**

**The Complete Works of William
SHAKESPEARE**

All 34 Plays, over 150 Poems
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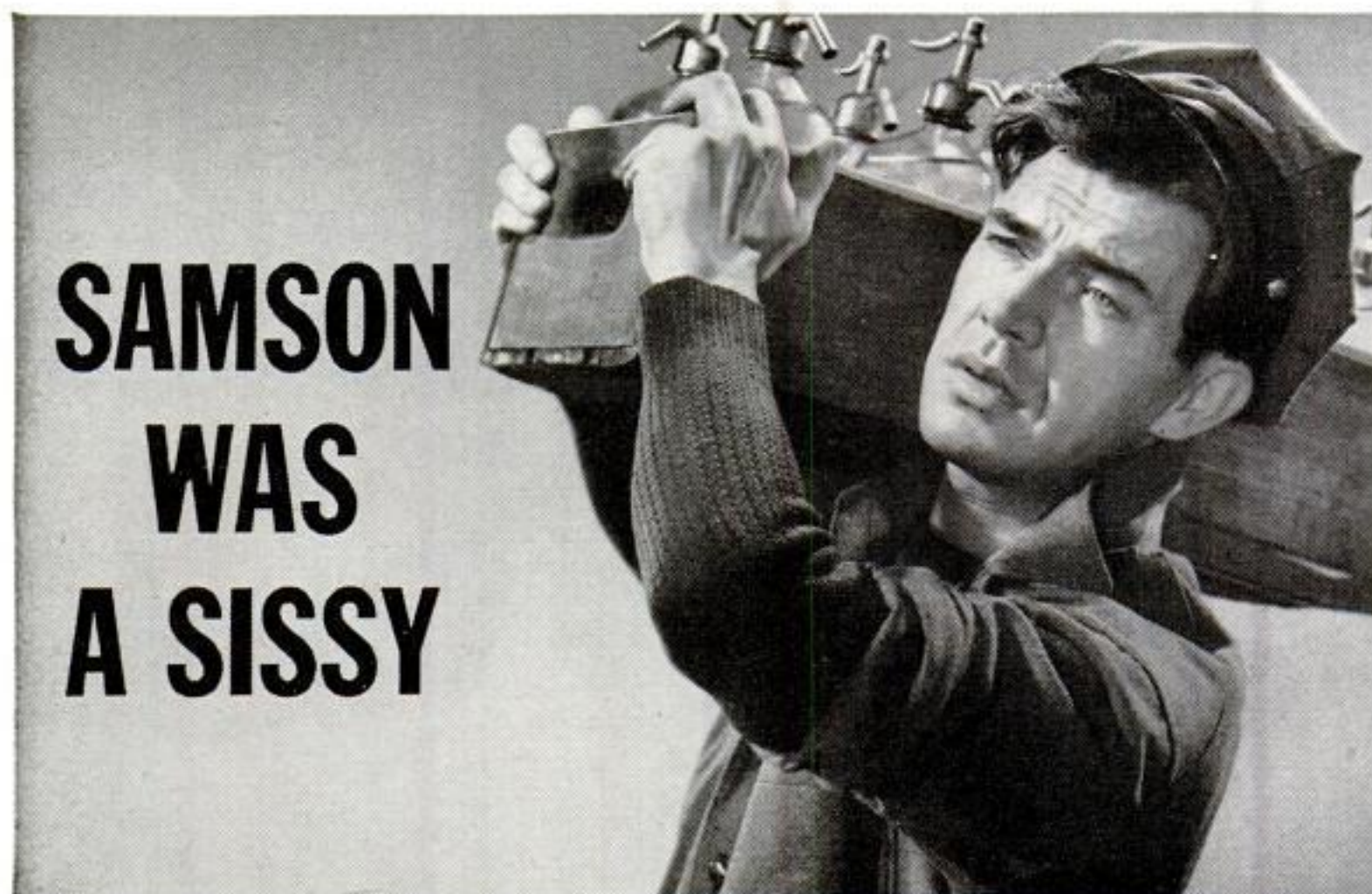
Every matchless play, every passionate poem, every gem-like sonnet that this immortal ever wrote! Discover a new Shakespeare in this volume of priceless beauty. Thrill again with Romeo in the ecstasies of love. Roar with laughter at hearty Jack Falstaff. Be fascinated with voluptuous Cleopatra. Be enchanted with the passion of "The Rape of Lucrece" and "Venus and Adonis"—all anew! Yet this is only the FIRST of a great series of TWENTY-FIVE volumes which can now be yours virtually for the asking! Be sure that you make your reservation for this grand library NOW, by mailing the Reservation Certificate while the limited quantity still lasts. Start getting YOUR SET NOW!

The regular edition is bound in standard cloth, stamped in two colors. The DE LUXE Edition is in an authentic Royal Florentine binding: Calf-grain material, hand-sprayed and rubbed in red and gold colors, expensively die-embossed and waxed for lasting beauty.



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Route delivery men lift as many as *seven tons* a day of beverage boxes, groceries or meat. They should be tired...and they are. Read the experiences of 12 typical route men delivering outside New York, who volunteered to drink Knox Gelatine for 28 days.

75%
FEEL LESS
TIRED



At test's end, 9 of the 12 delivery men said they were benefited. 5 declared Knox Gelatine was *decidedly helpful* in cutting down fatigue. 4 got moderate benefits. Only the 3 who did not stick with the test noticed no difference in their condition.

67%
CONTINUE
KNOX DRINK



In a check 2 weeks later, 7 of the delivery men had found Knox such a lift to their endurance, they were continuing to take it regularly. One man said he would resume, if he felt his legs bothering him again. Only 1 of the 9 benefited had stopped.

ALL
OCCUPATIONS
BENEFIT



Certified tests of hundreds of men and women in *all* types of occupation show that 1 out of every 2 persons who tested Knox *at all* felt less tired. But in six special groups doing particularly exhausting work (policemen, beauty shop operators, postmen, delivery men, salesmen and saleswomen), 4 out of every 5 found Knox lessens fatigue.

TESTS
IN COLLEGES
SAY "YES"!



Laboratory tests conducted in outstanding colleges also prove that Knox builds endurance! In grueling bicycle pedaling test, men and women taking Knox had their staying power greatly increased as shown by actual measurement.

TIRED? Why be tired? And why force yourself with temporary stimulants? The better way is to *build up your endurance*. This is now very simple...thanks to this amazing discovery. Just take 4 envelopes of Knox Gelatine every day for 2 weeks, then 2 envelopes a day for 2 weeks. After that, take as required.

The secret is to take Knox Gelatine *regularly*. Keep a supply in your bathroom. Take in the morning when you get up, again at night. *And don't forget.*

Cost? Less than a pack of cigarettes a day. Be sure to take plain, unflavored Knox Gelatine (U.S.P.) in Knox sanitary envelopes. Knox is the only gelatine *proved* to increase endurance. It is bacteriologically controlled to standards even higher than certified milk. Sealed in sani-

tary envelopes, protected *until you use them*. Buy the regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write the Knox Gelatine Co. Also send for new Bulletin E. Knox Gelatine, Johnstown, New York, Dept. 71.

HOW TO TAKE Knox Gelatine for endurance: Empty 1 envelope (¼ pkg.) Knox Gelatine in glass ¾ full of water or fruit juice, not iced. Let liquid absorb gelatine. Stir briskly and drink before it thickens.



Fight Fatigue With KNOX GELATINE

LETTERS TO THE EDITORS

(continued)

is eight years old. Is it possible that Miss Martin was married at 15 years of age?

BERT KUMMEL

Harrison, N. J.

● Yes, Mary Martin was married at 15, divorced at 18.—ED.

Inland Waterway

Sirs:

Your story on the Inland Waterway (LIFE, Jan. 15) deserves great praise. As a boat lover, I feel very grateful to you for giving publicity to a delightful but little-known sport, in this day of crowded concrete strips and high-speed automobiles.

The maps and photographs are a great piece of work. Maybe Photographer Kirkland will do the Gulf Coast inland waterways someday. I assure you they are equally as interesting as the Atlantic waterways.

ADRIEN W. LE VASSEUR

Pensacola, Fla.

Blue Confederate

Sirs:

Suh! As the grandson of an old fighting Johnny Reb, imagine my horror upon turning to the painting *The Birth of a Nation* reproduced in LIFE, Jan. 15, in finding our "Little Colonel" sitting there in what looks suspiciously like a blue Yankee uniform. Mr. Taubes, Suh, will have to answer to insulting the sacred memory of our ancestors who fought in gray.

TRAVIS CLIETT

Maspeth, N. Y.

Sirs:

A Union veteran of the Civil War once told me that his march toward the sea with General Sherman ended near Milledgeville, Ga., when he was captured by some Confederates who were wearing discarded Union overcoats. He said that Sherman's men had been issued new overcoats and many had discarded their old coats along the way. Thus, while taking meat from a farm smokehouse, this soldier was completely surprised when he learned that the approaching coats were warming Confederate soldiers.

While it is unlikely that Artist Taubes is acquainted with the above, it might offer a partial alibi to answer your Southern readers' inquiries as to why Confederate Colonel Walthall is shown wearing a Union blue coat in the *Birth of a Nation* painting.

GEORGE A. WRIGHT

St. Louis, Mo.

● Mr. Wright's alibi seems as good as any.—ED.

"Birth" Banned

Sirs:

Your interesting feature on *The Birth of a Nation* in the Jan. 15 issue makes me extremely anxious to see the famous epic again. Why isn't it released for showings occasionally?

ROBERT EARLE HAYNIE

Washington, D. C.

Sirs:

I thoroughly enjoyed Frederic Taubes' splendid painting of *The Birth of a Nation*, but the presentation of that portrait brings a strong sigh of injustice to my heart.

For, as the owner of the Jewel Theatre here in beautiful Denver, I ran the movie epic of reconstruction days following the Civil War to capacity audiences last spring and was jailed, fined and humiliated for so doing.

The showing of this picture was held to have violated a city ordinance passed in 1916 which prohibited the exhibition of pictures that stir racial prejudice. Under this ordinance I was fined \$1,400 and given 120 days in the County Jail for a series of violations.

I appealed the municipal court ruling to the county court, where it is scheduled for hearing Jan. 25.

On the advice of my attorneys, Emmett Thurmon, Major William O. Perry and Carle Whitehead representing the American Civil Liberties Union I showed the picture to greater capacity audiences than I had ever dreamed of and for seven more days than the original schedule called for. I was arrested twice daily during the showing and the cases continued until the end of the picture's run.

... Now you can understand why I feel so bitter about your reproduction of Mr. Taubes' wonderful picture. Perhaps by the time you are reading this letter or publishing it I shall be sitting in a nice warm jail reminiscing over the wonderful crowds that filled my theater.

ROBERT E. ALLAN

Denver, Colo.

Troops in White

Sirs:

I note from recent issues of LIFE that you are running quite a few pictures of the Finns in their white garments.

The American Army started this type of garment in 1918 and 1919 in Russia during the American North Russian Expedition. Most of the patrols that we ran were equipped with this type of garment and it fooled the Russians in those days. They did, however, start equipping their troops with the same type of garment after the Americans had introduced white sheets to blend with snow.

Our type of fighting was the same as is going on in that section at the present time and in about the same climate and terrain. We had control of the Archangel-Voloda railroad, but some of our supplies did come in through Murmansk and then across to the Archangel line.

Many of the men who are in the news these days took part in this campaign. Sir Edmund Ironside was the commanding officer, John Cudahy, Ambassador to Poland, Ireland and now Belgium, was with us.

B. R. TAYLOR

Rhineland, Wis.



BRITISH TROOPS, 1918

● White garments for soldiers antedate the Russian campaign of 1918-19. British troops wore them in France during the last War (see picture).—ED.

Beale Discovery

Sirs:

In your story on Joseph Boggs Beale (LIFE, Jan. 8) you overlooked a point which I think is of particular interest—and that is how Beale's pictures were unearthed after they'd been lost for 35 years. What actually led to their discovery was Beale's set of pictures on his friend, Abraham Lincoln. The slide-maker, Mr. C. W. Briggs, who had bought up all Beale's stuff, brought in the Lincoln set to me six years ago. This led to my wanting to know more about Beale and we dug through trunk after trunk of Beale's pictures in this slide-maker's home. There we discovered all the wonderful Bealeana, some of which you printed. Now Beale pictures are owned by many museums, among them the Whitney Museum of American Art, Edison Institute at Dearborn, Stephen Foster Memorial, etc. Incidentally, the Beale pictures you used are copyrighted by me.

ARTHUR W. COLEN

Modern Galleries of Arts
Philadelphia, Pa.

IT "TAKES" ALL *LOW-PRICED* CARS... *in Acceleration and on the Hills!*



The Special De Luxe Sport Sedan, \$802*

This dynamic new Chevrolet for 1940, with its lightning-flash Valve-in-Head pace, is the greatest action car in the entire low-price field!

The streets and avenues and highways of the nation are *alive* with new Chevrolets!

And when we say "alive" with them we refer not only to great Chevrolet popularity, to brilliant Chevrolet styling, to sparkling Chevrolet colors, but also to the quick, lively, vigorous tempo which Chevrolet performance lends to the traffic stream.

For here is the greatest action car of the low-price field . . . the car that *out-accelerates, out-climbs, out-performs* all others in its price range . . . and does it with *maximum safety* and with *minimum cost* for gas, oil and upkeep!

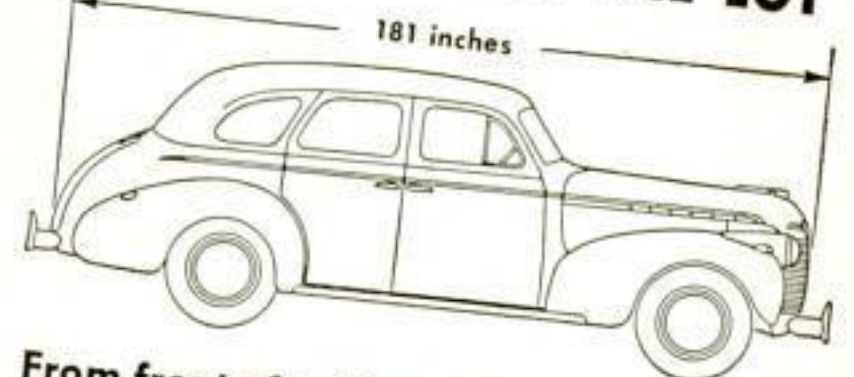
And the reason is that Chevrolet for '40 is the *only* low-priced car with a super-silent, super-vitalized Valve-in-Head Engine, just as it's the *only* low-priced car with new "Royal Clipper" Styling, Exclusive Vacuum-Power Shift and "The Ride Royal*."

"Chevrolet's FIRST Again!" . . . It takes them all in acceleration, on the hills, and in all-round value, too! . . . All of which will become crystal-clear to you if you will take time out to *eye it, try it, buy it*—today!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

*On Special De Luxe and Master De Luxe Series

"THE LONGEST OF THE LOT"



From front of grille to rear of body—for length where length counts—Chevrolet for 1940 is the longest of all lowest-priced cars!

NEW EXCLUSIVE VACUUM-POWER SHIFT

The only steering column gearshift that does 80% of the work for you and requires only 20% driver effort!

85-H.P. VALVE-IN-HEAD SIX

\$659

AND UP, *at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series.

EYE IT..

TRY IT..

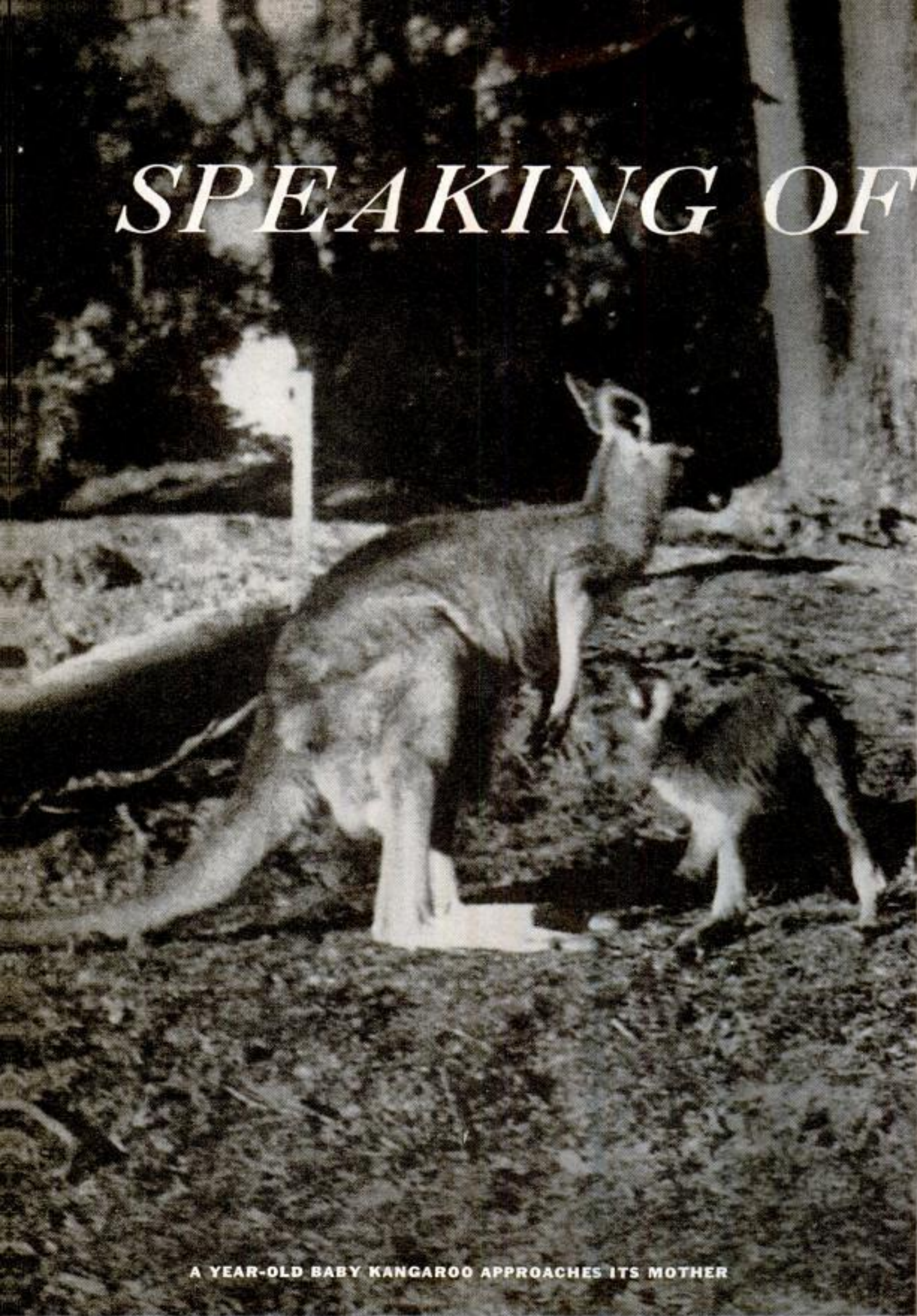
BUY IT!



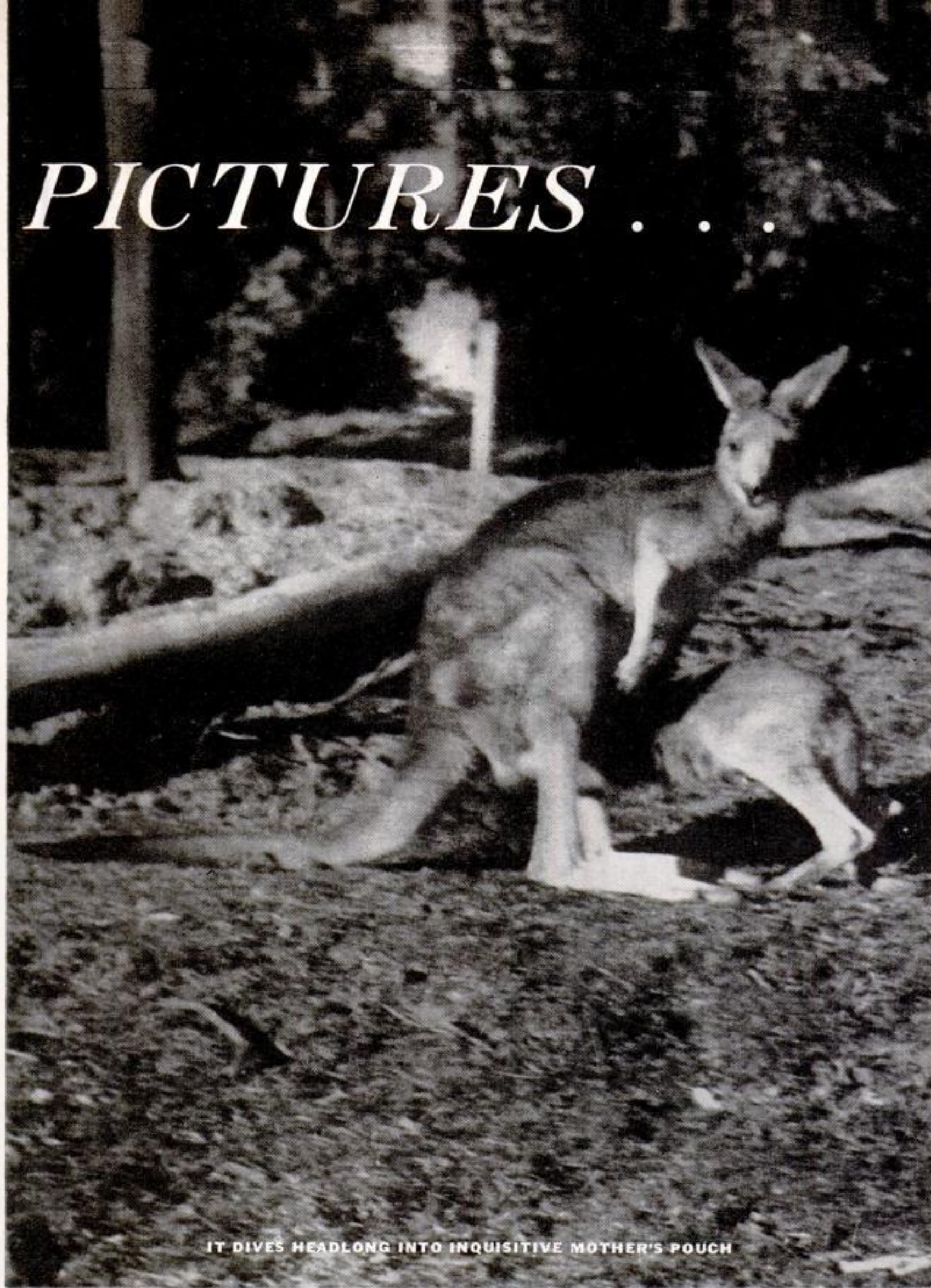
"CHEVROLET'S FIRST Again!"

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SPEAKING OF PICTURES . . .



A YEAR-OLD BABY KANGAROO APPROACHES ITS MOTHER



IT DIVES HEADLONG INTO INQUISITIVE MOTHER'S POUCH



THE BABY THEN TURNS AROUND AND SETTLES IN POUCH



IT EMERGES HEADFIRST WITH HIND LEGS OVER ITS HEAD

.. BOSTON MUSEUM EXHIBITS CANDID ANIMAL PICTURES

Americans run a slow second to Englishmen as nature lovers. England's country gentry, poets and even city people have long gloried in the beauties of their little island. Typically, Audubon had to go to England to find a publisher for *Birds of America*.

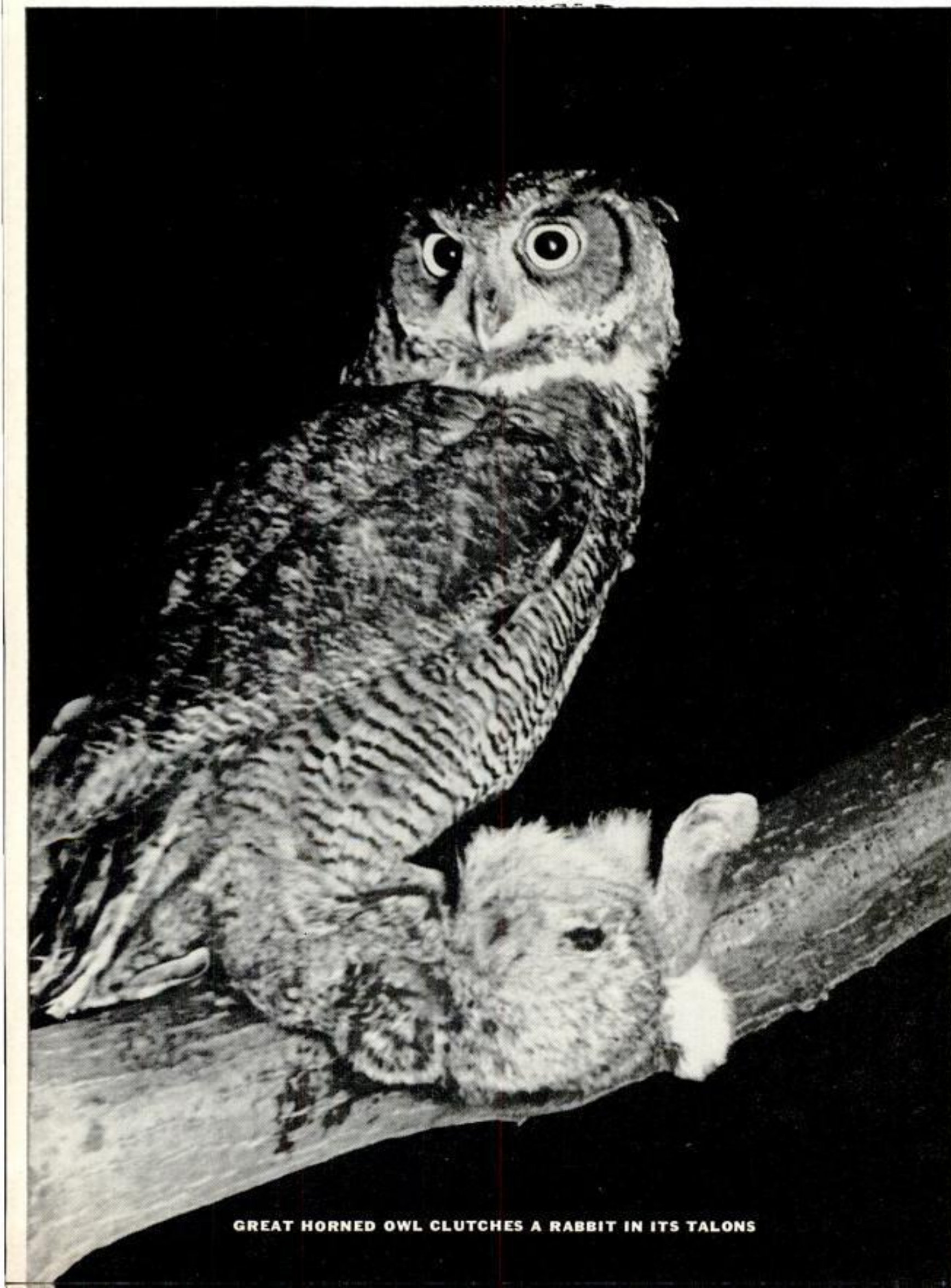
This week, however, in the New England Museum of Natural History in Boston, U. S. nature lovers will have their first chance to see an International Salon of 700 nature photographs, assembled by Bradford Washburn, explorer and director of the Museum. Shown here is a preview of some of the Salon's best "naturals."

The great gray kangaroo mother, which with great dignity is allowing her baby to enter her pouch in the pictures on the opposite page, is a native Australian, capable of leaping 25 ft. at a stride and hurdling a 7-ft. fence. The gannet (*right*), which has 6-ft. wingspread and is often confused with the sea gull, is making a perfect three-point landing. For their daily meal, gannets have been known to dive from a height of 100 ft. into the sea after fish.

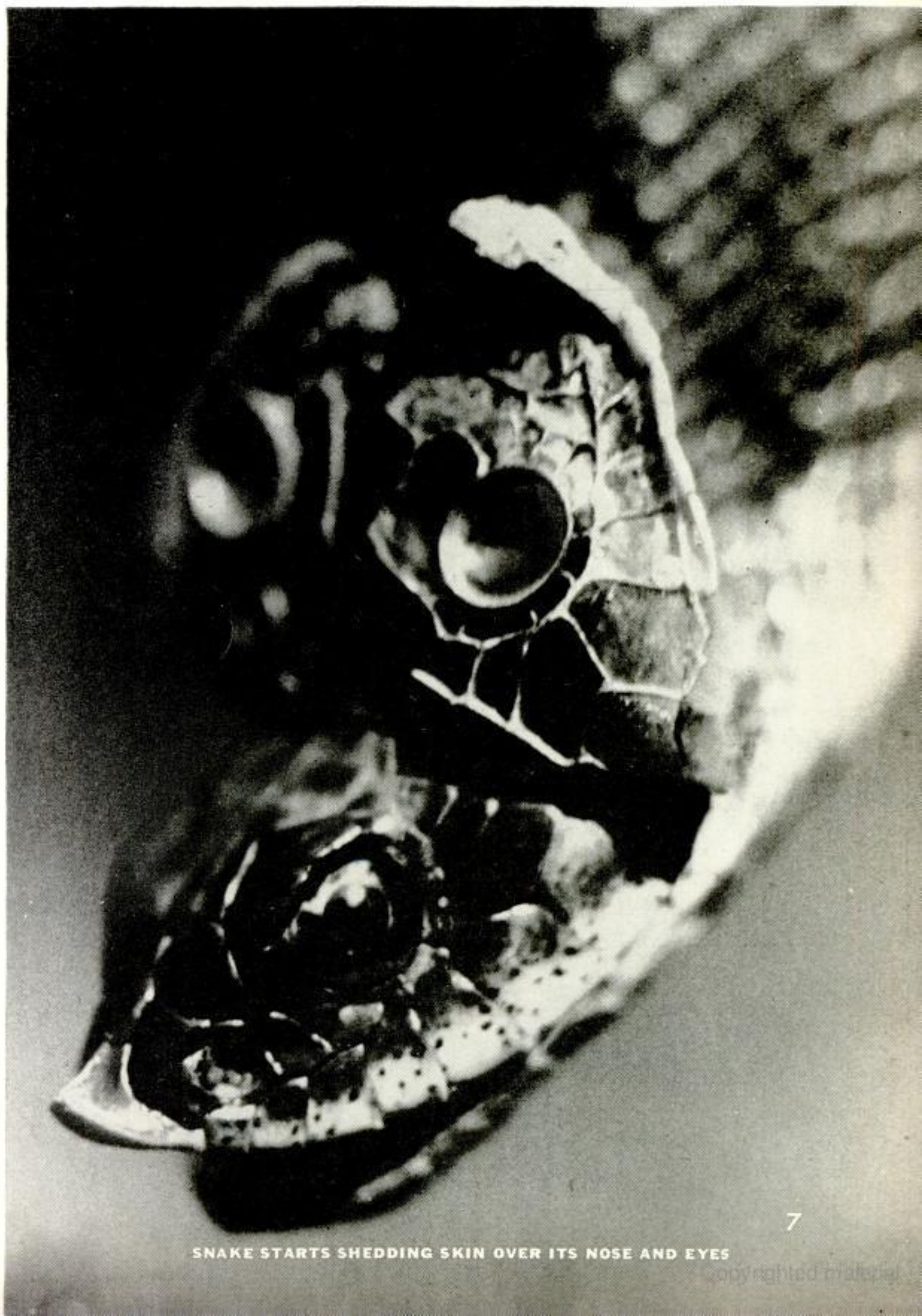
Caught in a murderous mood, the great horned owl (*below*) is a night prowler with tufts on its head, which, when raised, resemble horns. The common, harmless hognose snake (*below, right*) sheds its skin as often as once a month in summer. This is a pure reflex action. If its head were cut off, the body would continue to molt.



GANNET MAKES A THREE-POINT LANDING WITH WINGS BENT BACK, FEET AND TAIL OUTSPREAD



GREAT HORNED OWL CLUTCHES A RABBIT IN ITS TALONS



SNAKE STARTS SHEDDING SKIN OVER ITS NOSE AND EYES



Thank Cannon for a luxury no longer "out-of-reach"
LOVELY, SILKY-SMOOTH PERCALE SHEETS

ARE YOU STILL DOING "wishful thinking" on the subject of percale sheets?...

Still sighing, "How I wish I could afford to use them every night—on every bed in the house"?

Now—let your wish come true! Cannon has made

a percale sheet for luxury-loving women that costs just about what you'd pay for heavy-duty muslin.

Think of it! Now you can *really* spread every bed in the house with smooth, luxurious percale sheets—and do it on a muslin budget!



Boy!—Are They Sturdy! Cannon Percale Sheets will be the "Old Faithfuls" of your linen closet. They're woven with 25% more threads to the square inch than even the best-grade muslin. Laundry tests have proved that Cannon Percale Sheets can take *four years'* washings and still be in good condition! And they'll retain their lovely whiteness, too.



These Lighter Sheets Save You! If you do your own laundry, you'll be pleasantly surprised on wash-day. Because Cannon Percale Sheets are so much lighter than heavy muslin, they're much easier to handle in the tub. And if you send your laundry out at pound rates, this lighter weight can save you laundry costs of about \$3.25 per year, per bed.

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Six Lovely Clear Colors, Too! Cannon Percale Sheets are also available (at slightly higher prices) in these Decorator Colors: peach, azure, maize, pink, jade, dusty rose. You buy them packaged—immaculate—ready for use. A convenient "size label" is sewn into the hem of every Cannon Percale Sheet.

Cannon Muslin Sheets are another superior value. They sell for about a dollar... an outstanding product at a low price.

Guaranteed by Good Housekeeping Magazine as advertised therein.

NEWS! Cannon Hosiery! Pure silk...full-fashioned...sheer and lovely... better made to cut down "mystery runs"! Ask about Cannon Hosiery at your favorite store.

*Prices may vary slightly due to different shipping costs and seasonal fluctuations of market prices.

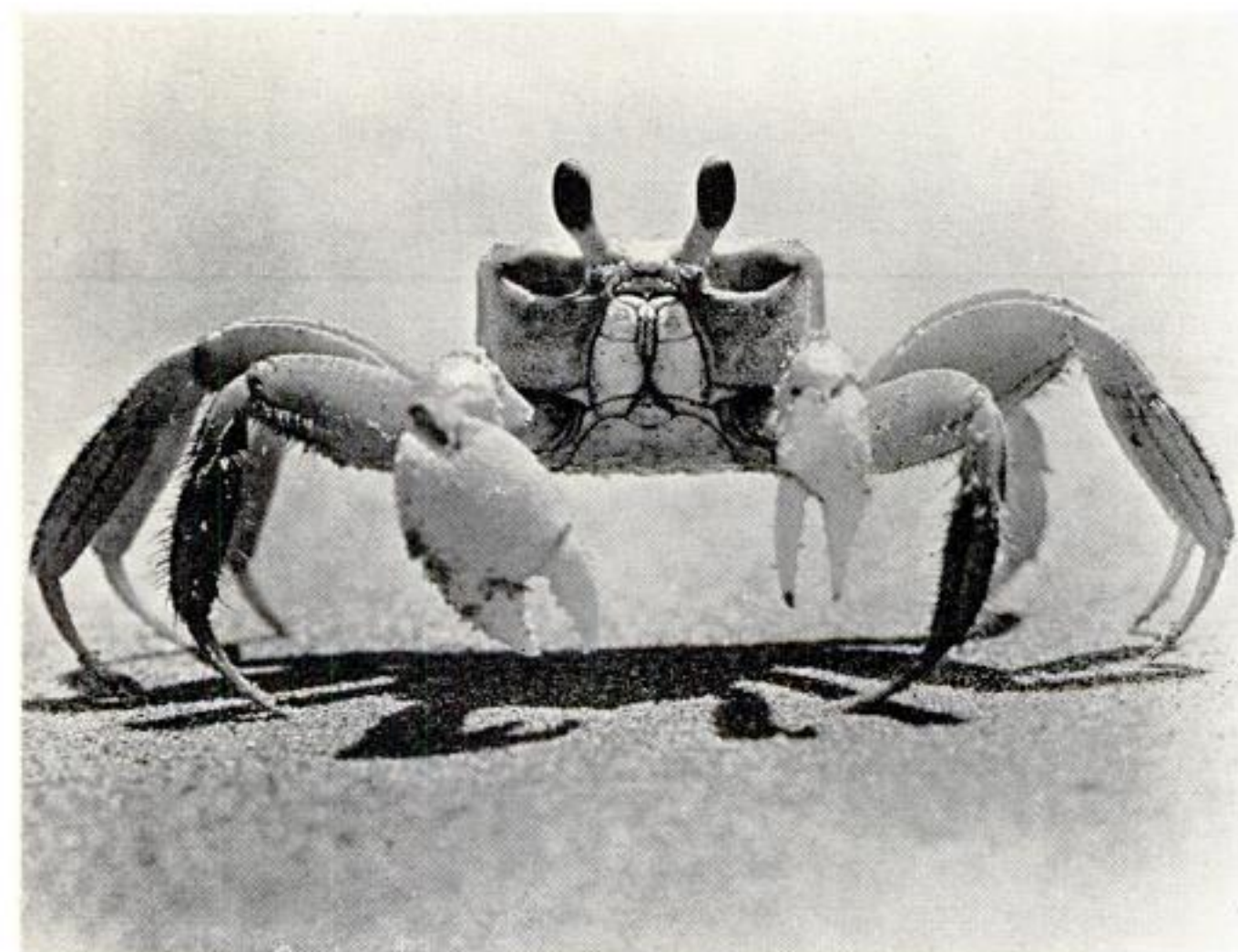


SPEAKING OF PICTURES

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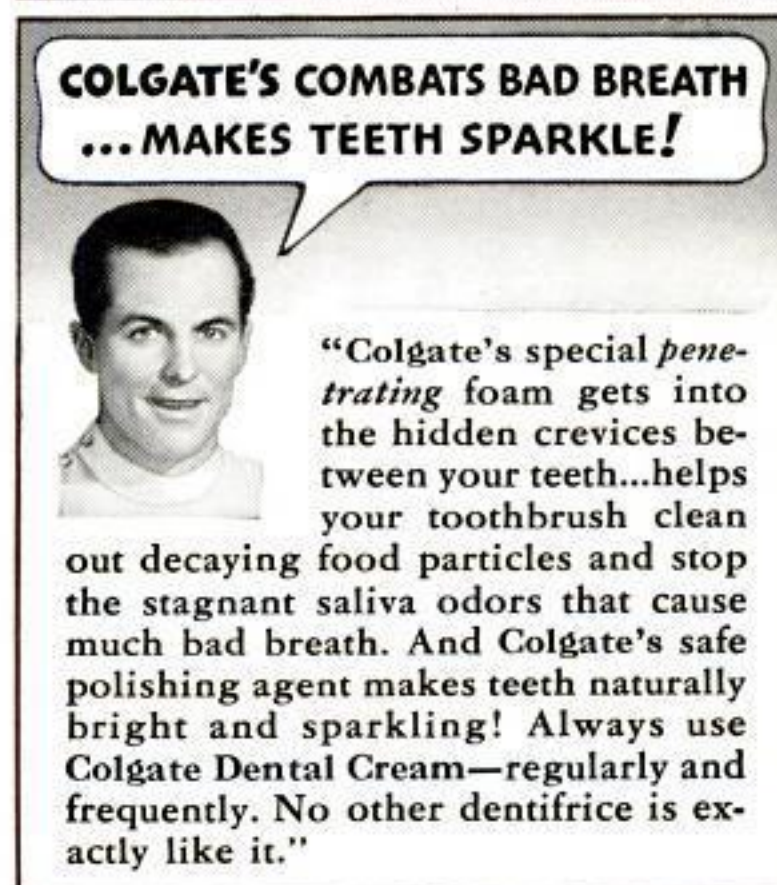
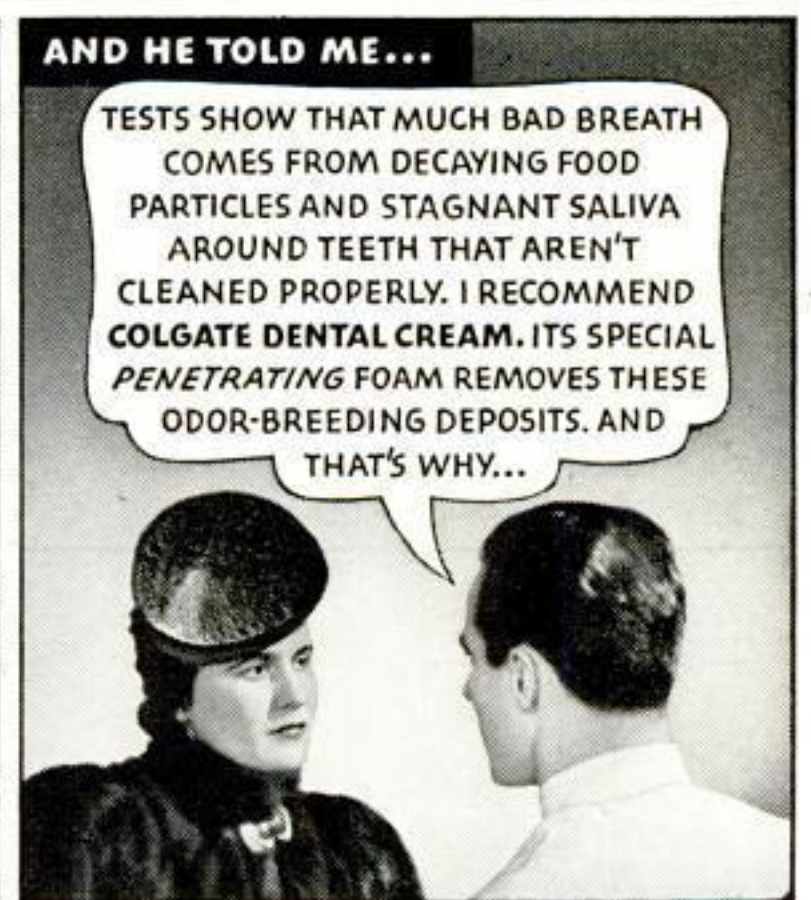
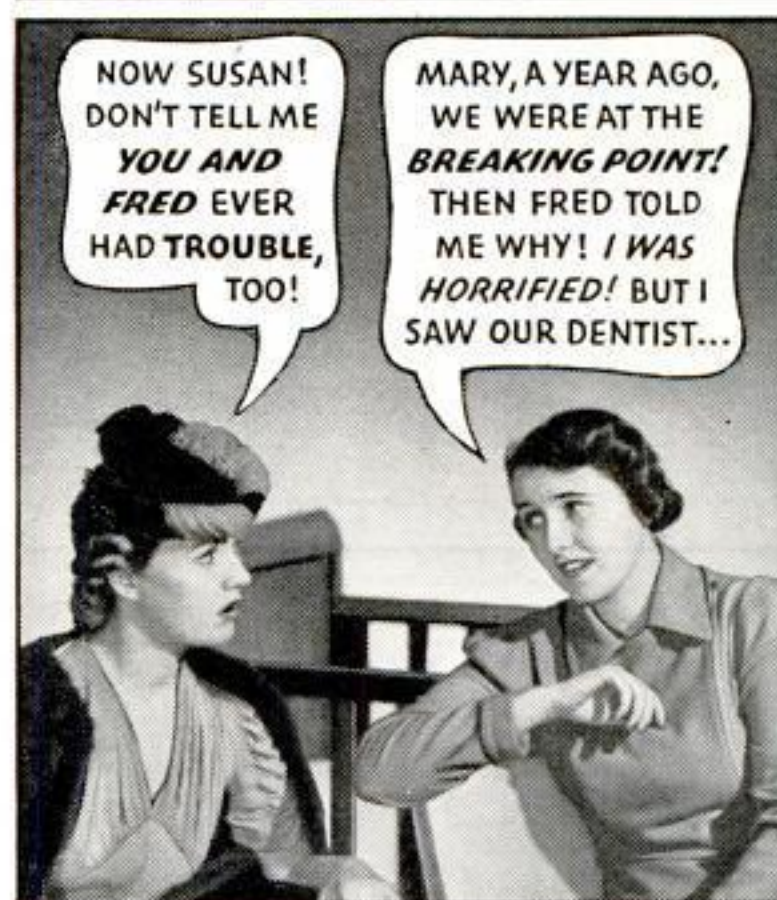
The tarsier is a primate, related to monkeys, lemurs, apes and men. It lives a nocturnal existence in the Philippines and Borneo. Its long legs easily enable it to jump 7 ft. The tarsier's two eyes, when fully open, are almost the size of entire face.



Fiddler crab, shown enlarged, gets its name from its abnormally large claw. Eyes are at the end of stalks that fold into sockets when not used. It was once called the "laughable" crab, because of ridiculous appearance when it brandishes claws in air.



The green frog is very much like the bullfrog. It lives a solitary and almost wholly aquatic life in the waters of eastern North America, except when it hibernates in the mud in the winter to avoid cold. Its food consists of insects and crustaceans.



**COME OUT FROM BEHIND
THOSE LAMP BULBS, HONEY...**



Take Home Some
G-E MAZDA LAMPS
GENERAL ELECTRIC
THEY STAY BRIGHTER LONGER



... and tell me what's wrong with this reading lamp!



DISPLAY GIRL: I wouldn't do this for just anybody, but it gets tiresome being a mere display card. What is wrong with the lamp?

CUSTOMER: That's what I asked you. With the light it gives, I can hardly read the headlines in the paper!



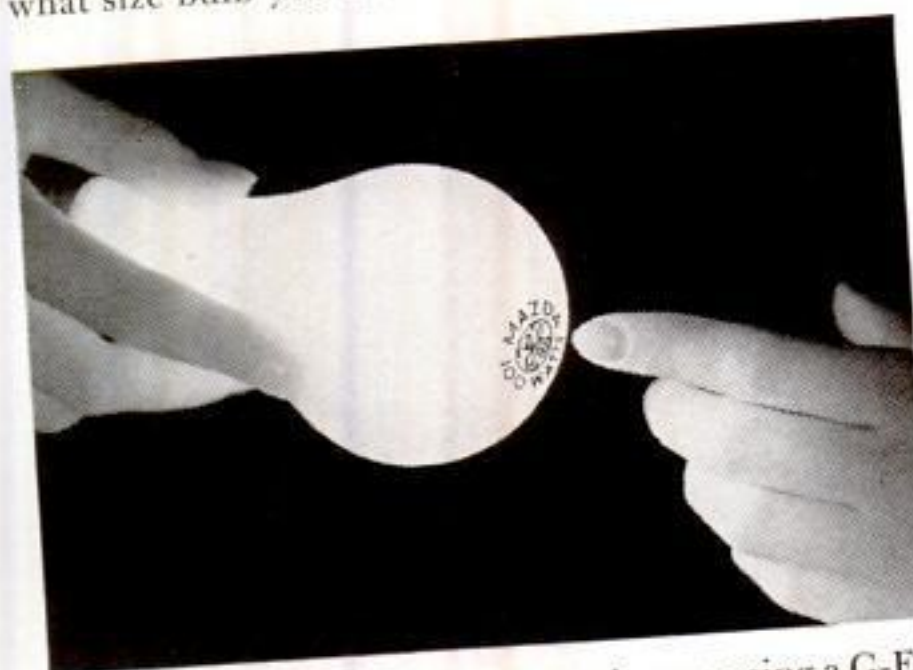
SHE: Hmmm. No wonder! A 40 watt bulb—when an I. E. S. lamp like this should have at least a 100! Shame on you!

HE: Aw, go on! Does it make that much difference what size bulb you use?



SHE: Does it! It can make *all* the difference between eyestrain and comfortable seeing. Why it's a wonder you haven't got nervous indigestion!

HE: I have!



SHE: And what's more, you weren't even using a G-E bulb. Don't you know that G-E MAZDA lamps stay brighter longer, and even the 100 watt size only costs 15¢?

HE: No! If that's the case, I'll take six—and to show my appreciation, how about a movie tonight?

*See how little it costs
TO USE THE RIGHT SIZE
G-E MAZDA LAMPS!*

100 WATT... for smaller I. E. S. floor and table lamps . . . **15¢**

25, 40, 60, 75 WATT . . . 15¢

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50-100-150 WATT... for smaller I.E.S. 3-light lamps . . **45¢**

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REAL VALUE
FOR 10¢**

G-E DIME LAMPS Backed by G-E Research, marked GE. 7½, 15, 30, and 60 watt sizes.

G-E MAZDA LAMPS
Made to stay brighter longer
GENERAL ELECTRIC

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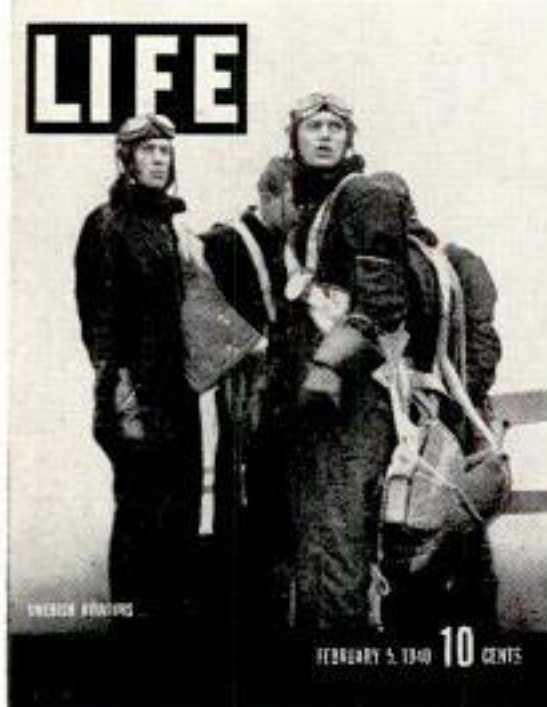
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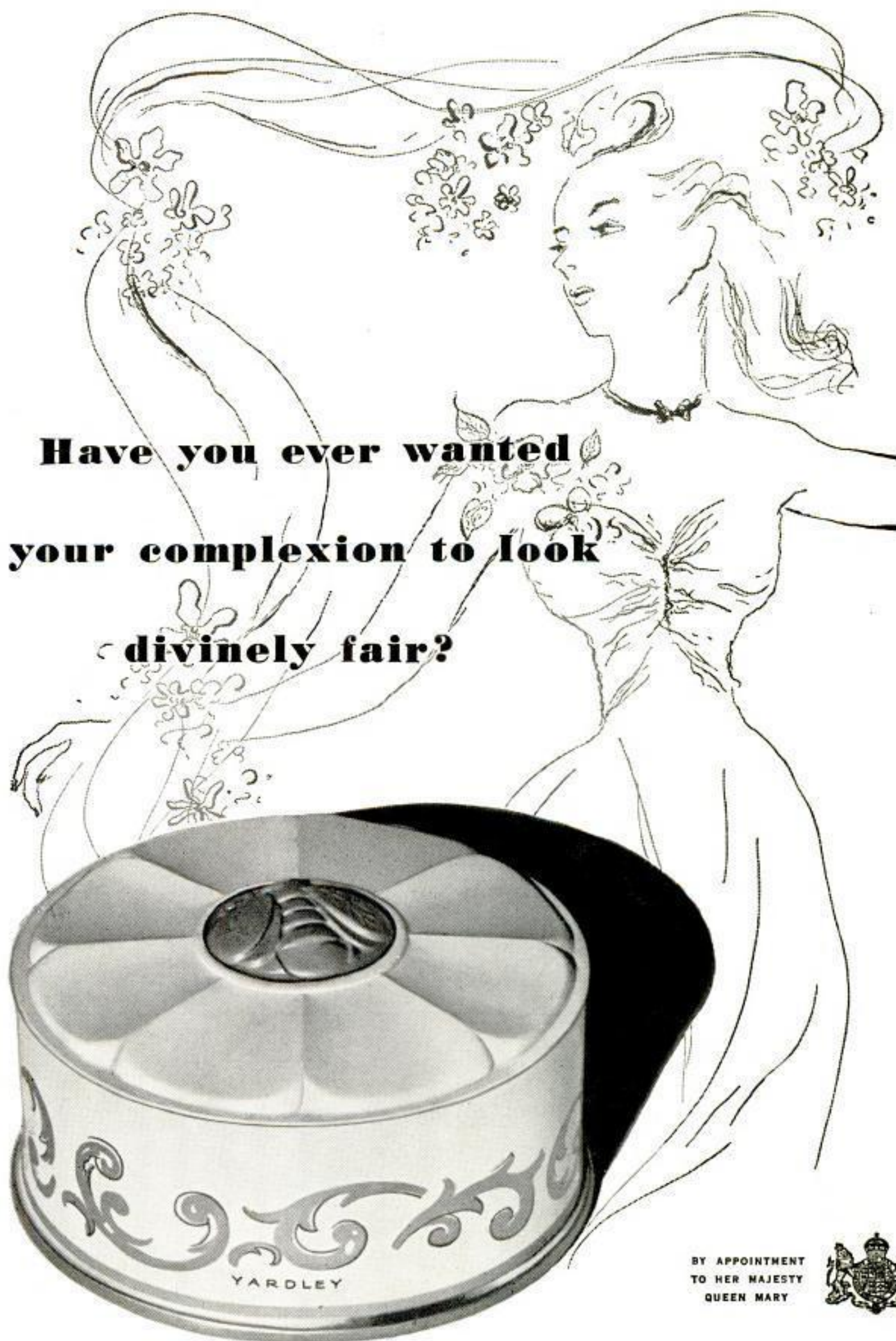
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LIFE'S COVER. Swedish fliers, like the Swedish Army pilots on the cover, last week helped the Finns bomb and strafe invading Russian columns, bomb the Russian naval base of Kronstadt and shoot down six Russian planes. Two of them collided in midair and were killed. These men are the spearhead of worldwide reinforcements for the Finns, including 10,000 Swedes, several hundred Norwegians, a company of Danes, a contingent of Americans and Canadians, a legion of miscellaneous pro-Finns, \$15,000,000 from Swedish Big Business and a promised 250 planes from the U. S.

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and you're all set to



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AMERICANS GET HOT UNDER THE COLLAR AS BRITISH KEEP SEIZING U. S. MAIL

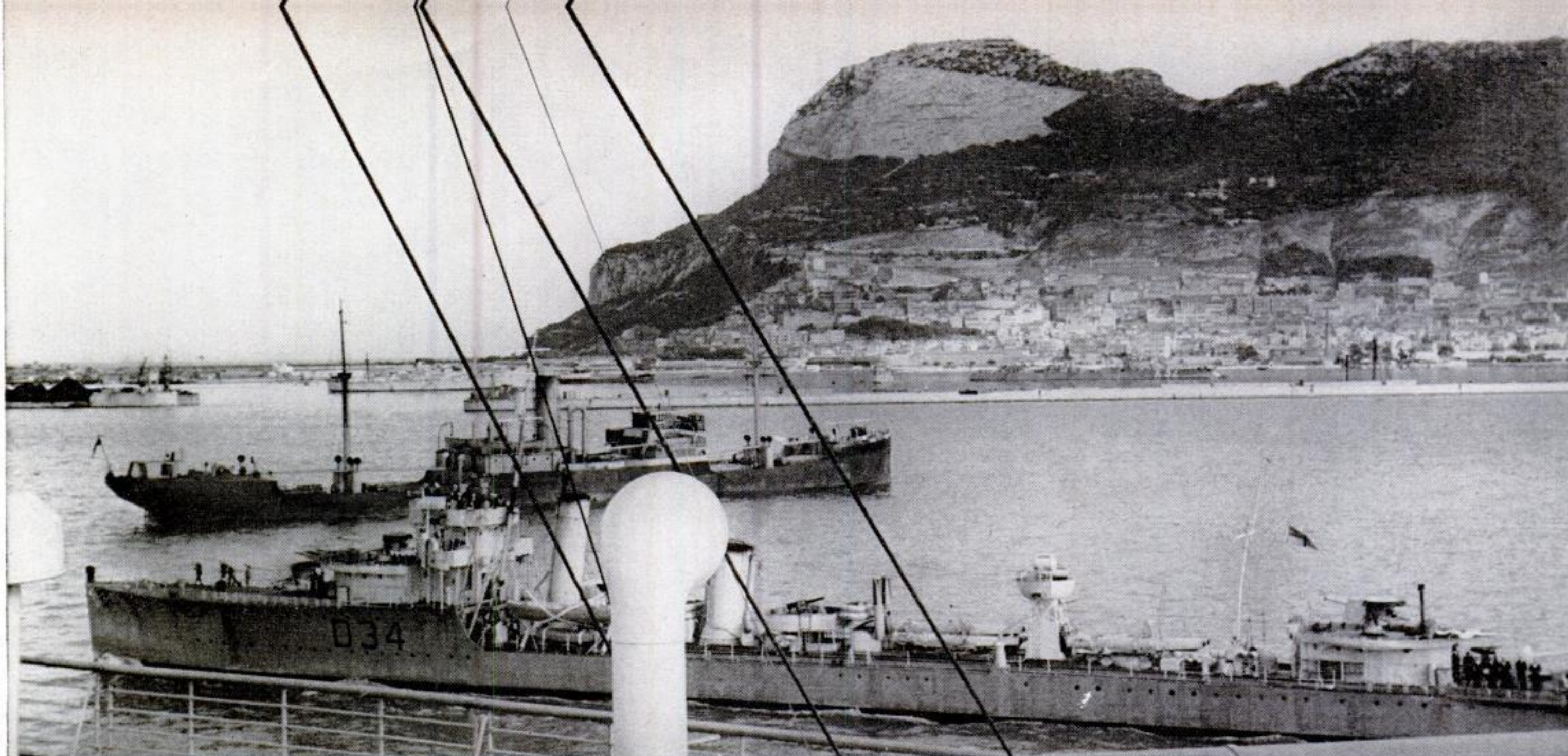
Barred from its old run to North European ports by the Neutrality Act, the U. S. Line's *Manhattan*—which with its sister ship *Washington* is tops in the American merchant marine—sailed from New York on Dec. 30 to begin a new service between the U. S. and neutral Italy. At Gibraltar six days later it was halted by a British destroyer. Officers of the British Contraband Control (*LIFE*, Jan. 15) came aboard to search the ship's papers. The *Manhattan's* Captain George V. Richardson went fuming ashore to protest to British authorities and the American consul. It was no use. For 40 costly hours the *Manhattan* with its piddling 400 tons of cargo swung helplessly at anchor until word came from London to release it. Captain Richardson, reared like all Americans in the tradition that "the U. S. mail must go through," was most thoroughly galled when British sailors lightened his ship by 235 bags of mail addressed to Germany and adjacent neutral countries, hauled it away to be examined by British authorities who would confiscate anything of value bound for Germany and forward the rest. The picture at left shows the canvas chute down which the 235 bags of American mail were dropped to the British tender alongside the *Manhattan*.

The performance was repeated at Gibraltar on the *Manhattan's* homeward voyage—except that this time the British were looking for German exports which they are also blockading—no mail was taken off and the *Manhattan* was released after nine hours. Barked Captain Richardson, arriving back in New York on Jan. 24: "They shouldn't have held us at all. The mail seizure was wholly unnecessary."

The *Manhattan's* experience was not unique. The British have been stopping U. S. ships, seizing U. S. mail regularly since war began. When the State Department protested on Dec. 22, the British shrugged it off, went right on seizing mail. In the U. S., armed robbery of the mails rates a 25-year prison sentence. Last week both the State Department and Americans in general, growing hot under the collar, appeared to feel like clapping a few British bigwigs into Leavenworth. On Jan. 22 in Washington, British Ambassador Lord Lothian was handed the State Department's sharpest note of the war, calling British interference "wholly unwarrantable" and demanding "an immediate correction." In the New York *Herald Tribune*, Major George Fielding Eliot went so far as to suggest that U. S. mail be carried to Europe henceforward by U. S. warships.

Britons officially justify their international high-jacking by claiming to have uncovered a nationwide conspiracy in the U. S. to send food, clothing, jewels, securities and cash into hard-up Germany by mail. The reason they feel cocksure that U. S. indignation will amount to nothing serious is their notion that America is once more so emotionally committed to the Allied cause that they can, without risk, get away with any amount of international rough stuff.

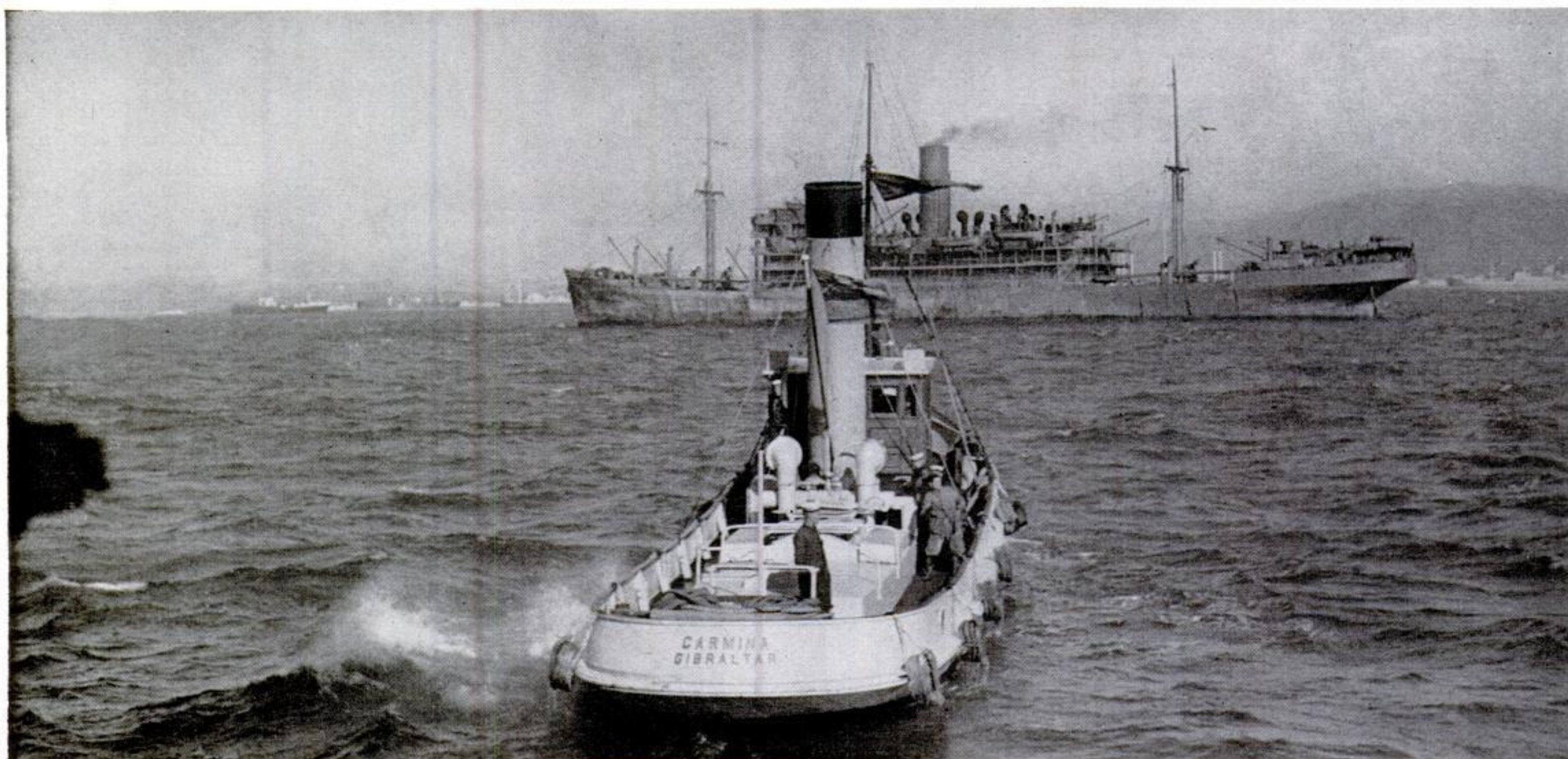




At Gibraltar this picture taken from the *Manhattan* while it was being detained on its eastward voyage shows in fore-

ground the British destroyer *Velox* which halted it and forced it in to anchorage. At night signal-lights from shore order

passing ships to halt. Merchant ships are not allowed in the breakwater at rear, must stay in exposed roadstead.



This tender brought the British Contraband Control officers to the *Manhattan* for their search, carried the *Manhattan's*

Captain Richardson ashore. Note other British-detained ships in far background. State Department's Jan. 22 note

complained because British have detained U. S. ships an average twelve days, Italian ships only an average four days.

Commander H. F. Bell of the British Contraband Control comes aboard the *Manhattan*. Contraband Control stations are at Gibraltar, Haifa, Aden, Weymouth, the Downs and Kirkwall.

Captain Richardson of the *Manhattan*, who wears insignia of U. S. naval-reserve lieutenant commander on his uniform, diplomatically changed to civilian clothes before going ashore.





British officers on an American ship are shown in this picture, sneaked by a passenger, of Commander Bell (left) and his aides as they took over the *Manhattan's* first-class writing room to examine the ship's papers. The British claim that mail seizures are only to keep contraband from getting to Germany. But during the World War, before America

got in, there was wide suspicion—shared by Wartime Secretary of State Robert Lansing as revealed in his *Memoirs*—that seized American business letters were being copied by the London Board of Trade and passed around to British businessmen who thus learned U. S. trade secrets and got an edge on their U. S. competitors. The double reason

that the State Department's protests at this ugly business were not stiffer, explained Mr. Lansing, was that "there was always in my mind the conviction that we would ultimately become an ally of Great Britain" and that then "we would presumably wish to adopt some of the policies and practices which the British had adopted." We did.

LIFE ON THE NEWSFRONTS OF THE WORLD

Week brings cabinet crisis to Canada, foreign volunteers to Finland, bad weather to U. S.

Like other readers of LIFE, M. Raoul Dautry, French Minister of Armaments, has noted that in the neutral press Germany is winning a hands-down victory in the war of pictures. M. Dautry has been thinking about this, and last week, in a speech at the American Club of Paris, he referred to LIFE's Picture of the Week of Dec. 11. The picture shows a French soldier sitting guard on the Maginot Line on a kitchen chair, his machine gun beside him. "At first," said M. Dautry, "I was disturbed that there were not more photographs showing our effort. Then I thought that it was really best like that. That little soldier sitting on his chair has been there for two thousand years



FRENCH SOLDIER

and to those who know their history and how to think, that single photograph was really excellent propaganda. I am sorry, as Minister of Armaments, that he had not two machine guns beside him, but I have come to like that photograph of the little French soldier sitting there smoking his pipe so quietly on his rickety chair."

Canadian Coup. On Jan. 25 the Parliament of Canada held the shortest session in its history. It lasted just three hours. Leaders of the Opposition, who have been grumbling that the dictatorial secrecy with which the Government has surrounded its war operations (LIFE, Dec. 18) conceals a scandalous laxity, had come primed to insist on their Parliamentary right to facts & figures. These they expected to use as campaign ammunition for a general election due late next spring. Great was their surprise and rage when foxy Prime Minister W. L. Mackenzie King, speaking through Lord Tweedsmuir in his opening Speech from the Throne, declared that the Government felt the need of "a direct and unquestioned mandate from the people"



KING

and then proceeded to dissolve Parliament, send the foaming Opposition home empty-handed to face an election which he is expected to set in mid-March.

Unity and Edmund. The House of Commons, having been persuaded by the Government to smother the Hore-Belisha affair, started right in to embarrass the new Secretary of War, Mr. Oliver Stanley. Why, Mr. Stanley was asked, had the Government made such a fuss over the return of Unity Valkyrie Freeman-Mitford, Hitler's friend, and how much had it cost to turn out a military guard for her? Mr. Stanley said the precautions were "only normal." Whether or not Unity was shot in Germany, pictures of her pitiful, staring eyes reveal clearly enough what her father, Lord Redesdale, admits—that she is mentally ill. In the House of Lords, where her father sits, she was gallantly defended. Lord Denman attacked the newsreel of her landing for "pouring ridicule" on Unity in its commentary, and the Marquess of Dufferin and Ava, speaking for the Government, called it "sadistic brutality."

Meanwhile the House of Commons found another



MITFORD



IRONSIDE

embarrassment for Mr. Stanley in the case of Edmund Ironside, 15-year-old son of the chief of staff, General Sir Edmund Ironside. Young Ironside went to France to see his father get the Grand Cross of the Legion of Honor from General Gamelin—a "very exceptional" privilege in the Commons' view. While there, he toured the front. What nettled Army men in Parliament was that when Edmund was asked on his return if he still wanted to join the Navy, he said yes.

Volunteers to Finland. Military observers in Finland sent home word that no Russian unit as big as a division (18,000 men) has yet been fighting on the northern Finnish front. In preparation for the inevitable big push by the Russian machine, the Finns were absorbing into their forces foreign volunteers, headed by Swedish aviators like those on LIFE's cover. Volunteers included ex-legionnaires who had fought on both sides in the Spanish Civil War. Swedish newspapers carried full-page recruiting advertisements: "Now the world knows what it is to be a Finn; it is your duty to show what it means to be a Swede." In the U. S., President Roosevelt said he thought American volunteers could safely fight for Finland without forfeiting their citizenship.

Browder Convicted. In a New York Federal court Earl Browder, leader of the Communist Party in the U. S., was convicted of using a passport obtained by a false statement, fined \$2,000 and sentenced to four years in jail. The night of his conviction Browder went to a rally at Madison Square Garden where his followers, who love holidays with a truly bourgeois love, were celebrating the sixteenth anniversary of the death of Lenin (see p. 68). Browder made an angry speech about the New Deal and especially Frank Murphy who, he claimed, as Governor of Michigan "held many intimate conferences with Communists" but threw them over in order to get on the Supreme Court. Highspot of the evening was a "Memorial to Lenin" dance by Jane Dudley and Sophie Maslow with the help of their dance corps and a big red flag.



"MEMORIAL TO LENIN"

Phony Money. Bankers in Italy, Egypt and the Balkans have lately been puzzled by a flood of U. S. currency. The money all looked genuine but since there were no American tourists about, they sensed something fishy. Last week the U. S. Secret Service revealed that it was investigating tips from its foreign agents. The money, according to these tips, looks genuine because it is printed in a government mint. But the mint, the tips say, is in Berlin, and the counterfeit U. S. bills are one more German trick to get foreign credits.

"Ignominious Defeat." Most exciting happening at the United Mine Workers' convention in Columbus, Ohio, was the unfurling of a Communist banner over John L. Lewis' head (see page 21). But the most important happening was John Lewis' attack on Franklin Roosevelt. Accusing his old ally of breaking faith with Labor, the C. I. O. head predicted "ignominious defeat" for Roosevelt if he ran again. Lewis' sharpest



GREEN & CAKE

rap against the President, it seemed a move to exact hard and fast promises from any Democrat who wants Lewis' support for the Presidency. Lewis favorite at the moment seems to be Senator Burton K. Wheeler, who spoke at the U. M. W. meeting, received a great ovation. While Lewis was attacking Roosevelt, William Green, A. F. of L. head, was bringing a present to teacher. He showed up at the White House with a delegation of bakers and confectioners to present Franklin Roosevelt with a 58th birthday cake and a \$5,800 check for the infantile-paralysis campaign.

PICTURE OF THE WEEK

Bitter winter weather hung over all the land—from North Dakota where the temperature plunged to 25° below zero, to the Gulf of Mexico where Florida fruit-growers estimated their frost losses in millions. Some Texas towns shoveled their first snows in a decade. Southern California had a mixture of rain, snow, thunder and, as a special meteorological feature, a lunar rainbow. The Mississippi was choked with ice gorges as far south as Vicksburg.

Across the Southern States from Dallas to Chesapeake Bay, the worst blizzards in a generation buried cotton fields and pine forests under unaccustomed drifts of snow. Birds dropped numbed in the streets of West Palm Beach. Elsewhere robins were seen bewilderedly flying north. Atlanta lay beneath an all-time record snowfall of 10.3 inches. In Birmingham it was 9° below zero. Tens of thousands of rural families in Georgia, Alabama, Louisiana shivered, saw their crops ruined, their livestock frozen and starved. Throughout the nation, 366 people died from the cold.

On the night of Jan. 23, the Southern Railway's crack Memphis Special came chugging up through Tennessee's fiercest blizzard of the century. In Nashville the thermometer stood at 13° below. Fifteen inches of snow piled up in the Cumberlands. Snow mantled the Memphis Special's roof, window sills, trucks. Opposite you see the Memphis Special as it looked at 8 a. m. the morning of Jan. 24.



The Southern's Memphis Special arrives in Washington bearing marks of South's worst blizzard in a generation



1

GERMAN BOMBER BOUND FOR ENGLAND FLIES OVER GERMAN MINESWEEPING PATROL IN SUBMARINE LANE. BOMBER'S MACHINE GUNS ARE IN NOSE AND BUMPS TOP AND BOTTOM
BOMBER DIVES ON A BRITISH FISHERMAN, WHICH MAY HAVE ALREADY RADIOED FOR HELP. THE MACHINE GUN IN THE PLANE'S NOSE SPITS WARNING BULLETS AT THE SHIP'S BOW



2

18

A GERMAN BOMBER SINKS AN UNARMED FISHING TRAWLER IN THE NORTH SEA

The four narrative pictures on these pages were released by Germany as a frank admission of its policy of sinking any British ship that in any way helps England win the war. The ship is an unarmed fisherman, capable both of feeding England and of warning the British mainland by radio of approaching German bombers. The Nazi plane is a Heinkel bomber.

England's vulnerable points are widely dispersed. They are not only naval bases and harbors but sea lanes and isolated ships, impossible to defend simultaneously. On Dec. 17 the Germans began a concentrated attack by air on shipping lanes. Two bombers dived out of the clouds on the 487-ton British motor ship *Serenity* eight miles off the British coast, riddled

her decks with machine-gun fire, dropped 18 bombs, of which one hit and sank her. For an outlay of perhaps \$500 in bombs, the Germans had sunk a \$200,000 ship.

For three days German planes strafed the North Sea, attacking mostly little 200-ton fishing trawlers like the one shown here. These vessels bring Britain 15 tons of fish per trawler per fishing trip, are thus a proper target for Germany's air blockade. Many have been taken over by the Navy as minesweepers.

Roared First Lord of the Admiralty Winston Churchill: "The Nazi Navy and air force are venting their wrath by redoubling their efforts to sink the fishing smacks and drown the fishermen. The heat of their fury far exceeds the accuracy of their aim. These out-

rages are the tactics of a guilty regime which feels the long arm of sea power laid upon its shoulder."

The Germans replied: "Even if they occasionally fish, these trawlers perform military service for the British and are operating in a war zone."

The Germans dropped the new tactic for just three weeks as suddenly as they had taken it up. Then on Jan. 10 in a North Sea mist, the German bombers renewed the air attack on British coastal vessels, including even one lightship. The fishermen of England and Scotland began to beg the Government for anti-aircraft guns to defend themselves. Out of a total of at least 70 air attacks on ships, some 15 had been sunk. The total in tonnage was small, perhaps 8,000 tons.

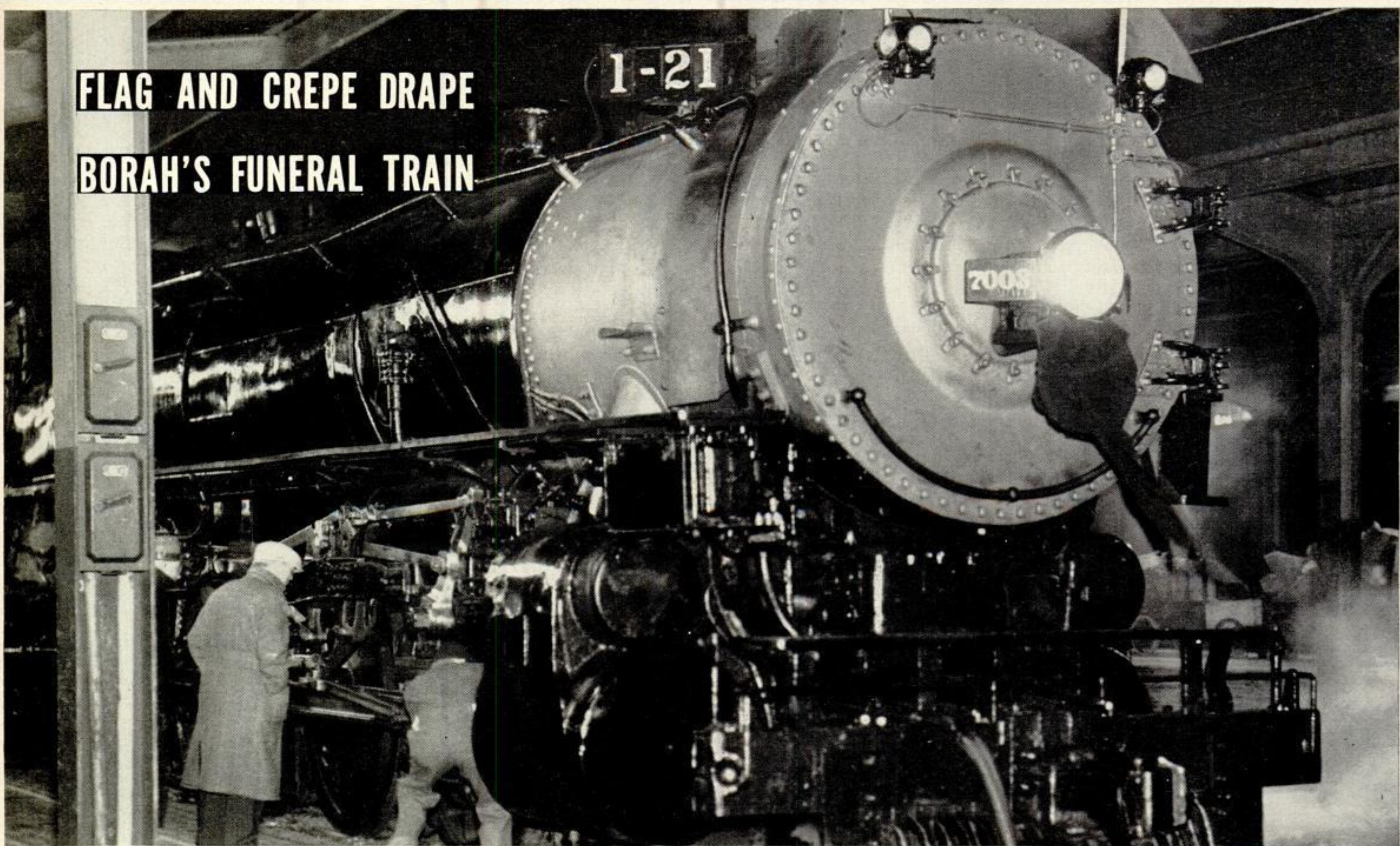


3 The British fisherman unloads its crew into a lifeboat (upper left) as German plane from which this photograph was taken dives on the little ship in a spray of machine-gun bullets.



4 A bomb has hit the fisherman amidships. The ship sinks rapidly while the steam from its boilers and the smoke of the explosion pile up in the sky. The satisfied bomber heads for home.

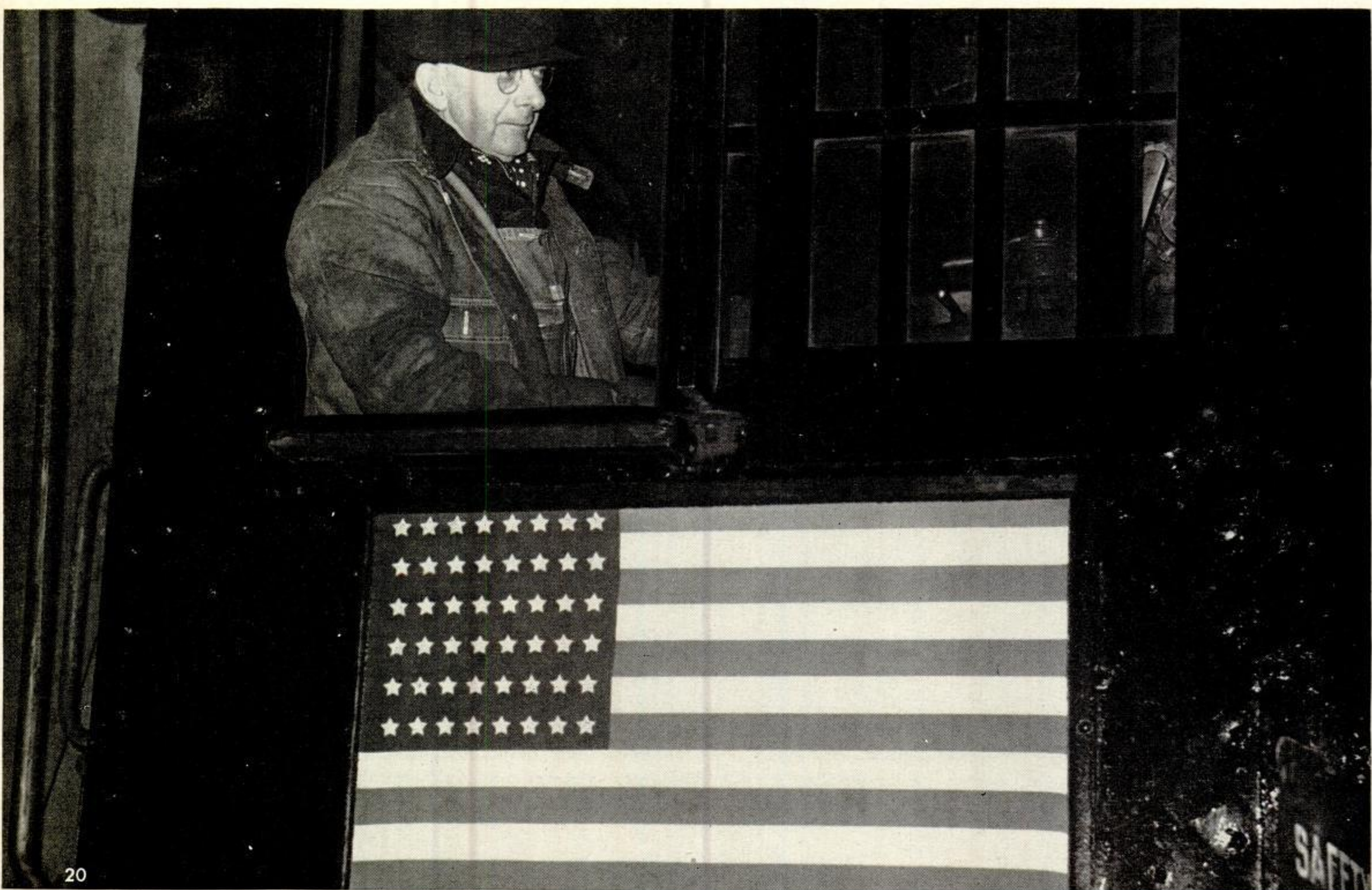
FLAG AND CREPE DRAPE BORAH'S FUNERAL TRAIN



In Union Station at Omaha on Jan. 23 a Union Pacific locomotive, marked as a special section of the Pacific Limited (No. 21), breathed hard in the icy cold. Its sides were newly painted black and its snout was draped with mourning crepe. In a car behind lay the body of William Edgar Borah. Shortly

before midnight, Engineer Harry M. Glynn, sitting in his cab above a framed American flag (below), pulled out the throttle and the train chuffed off. As it passed through the great West next day, citizens crowded windy station platforms to watch it go by. The funeral took place in Boise. All Idaho mourned

the man who for 33 years had been its great Senator. In his eulogy, Senator Vandenberg placed Borah in the company of Clay, Webster and Blaine as a statesman who had "failed the Presidency yet outshone successful rivals." Named to fill his place was John W. Thomas, former Republican State chairman.





RED FLAG UNROLLS ABOVE LEWIS AT U.M.W. MEETING

On Jan. 25, someone phoned Columbus, Ohio, newspapers, said something big was going to happen at the United Mine Workers' convention. In the afternoon, John L. Lewis was addressing the convention. As he spoke, a red banner, emblazoned with Communist hammer and sickle, unfurled over his head. Oblivious, Mr. Lewis spoke on. But others looked up, warned Mr. Lewis, who declaimed: "The United Mine

Workers have only one flag... the Stars and Stripes!"

Meanwhile, quick-minded mine workers had pounced on photographers, snatched their plates. Only this picture got out of the hall. It was taken by Herbert Workman of the *Ohio State Journal* and smuggled out in the confusion by Sarah Dush, blonde feature writer. No one seemed to know who planted the banner. But John L. Lewis branded it "a dastardly trick."

ARIZONA HUNTERS SHOOT 55 BUFFALO

TO DECREASE SIZE OF STATE'S HERD

In the early dawn of Jan. 12, out on the gray-green range land of House Rock Valley, near the northern rim of Grand Canyon, Arizona's only buffalo herd was peacefully grazing. The sun was warm after a cold spell and the 243 humpbacked, ungulate beasts acted even more sluggish than usual. They didn't look up from their breakfast of grama and buffalo grass when a group of men appeared on the horizon. With only the mildest curiosity and a few grunts, they watched two men approach, one on horseback, the other afoot. At 50 yd., the man on horseback pointed out a shaggy old bull whose fur was worn thin by age and mange. The man afoot fired a shot and the shaggy old bull keeled over dead. The other animals trotted off 100 ft., looked around dazedly, like cattle.

It was the first shot in Arizona's annual buffalo hunt, only legal buffalo hunt in the U. S. It is dull shooting. In the last 13 years, the State's herd has grown too big for the Valley and each winter the oldest and weakest animals have had to be shot. This season, 55 were to be killed. The 55 hunters were chosen by lot. As each man appeared, he was taken in charge by the bewhiskered caretaker (*below, on horseback*), shown the herd, told which buffalo to shoot. It was difficult to miss and, as a sport, reminded hunters of shooting cattle in a backyard.

Once there were 60,000,000 American bison. Today there are scarcely 4,000, all of them in captive, protected herds. Arizona's House Rock Valley herd is one of the most famous. It was established some 50 years ago when 30 bison were brought to Arizona from the famous Goodnight herds in Texas. In House Rock Valley and on Kaibab Plateau, the buffalo found plenty of pasturage. They also found a herd of Hereford cattle, with which they quickly interbred but an attempt to produce first-grade "cattalo" was a failure. In 1928, the whole herd was sold to the State for \$10,000. In spite of purification, it still has some cattle blood.

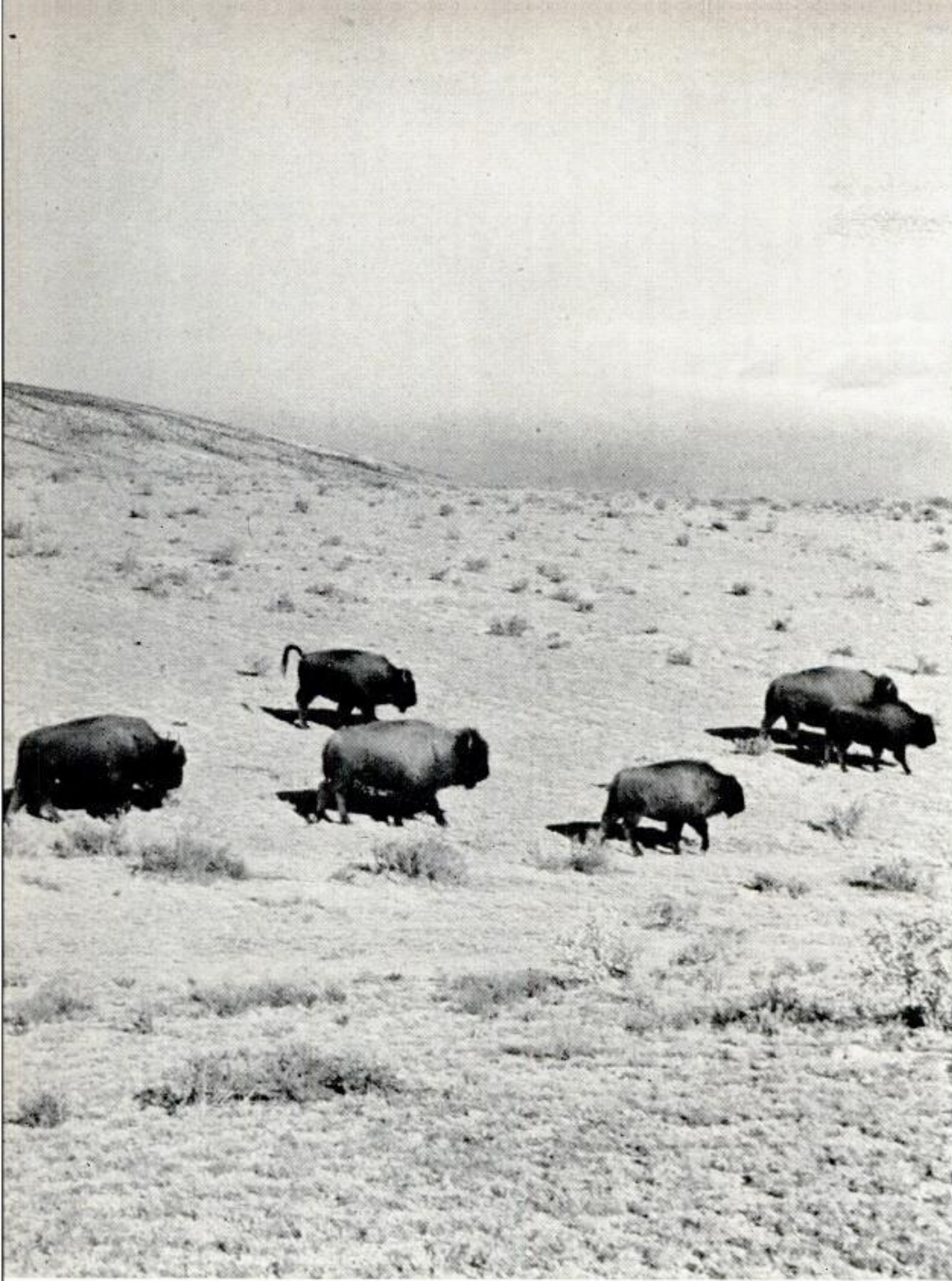


Uncle Billy Crosby, 69, is caretaker of the herd. He tells hunters what animal to shoot, how to do it. Only thing he fears is that sometime a wounded buffalo may charge a hunter.

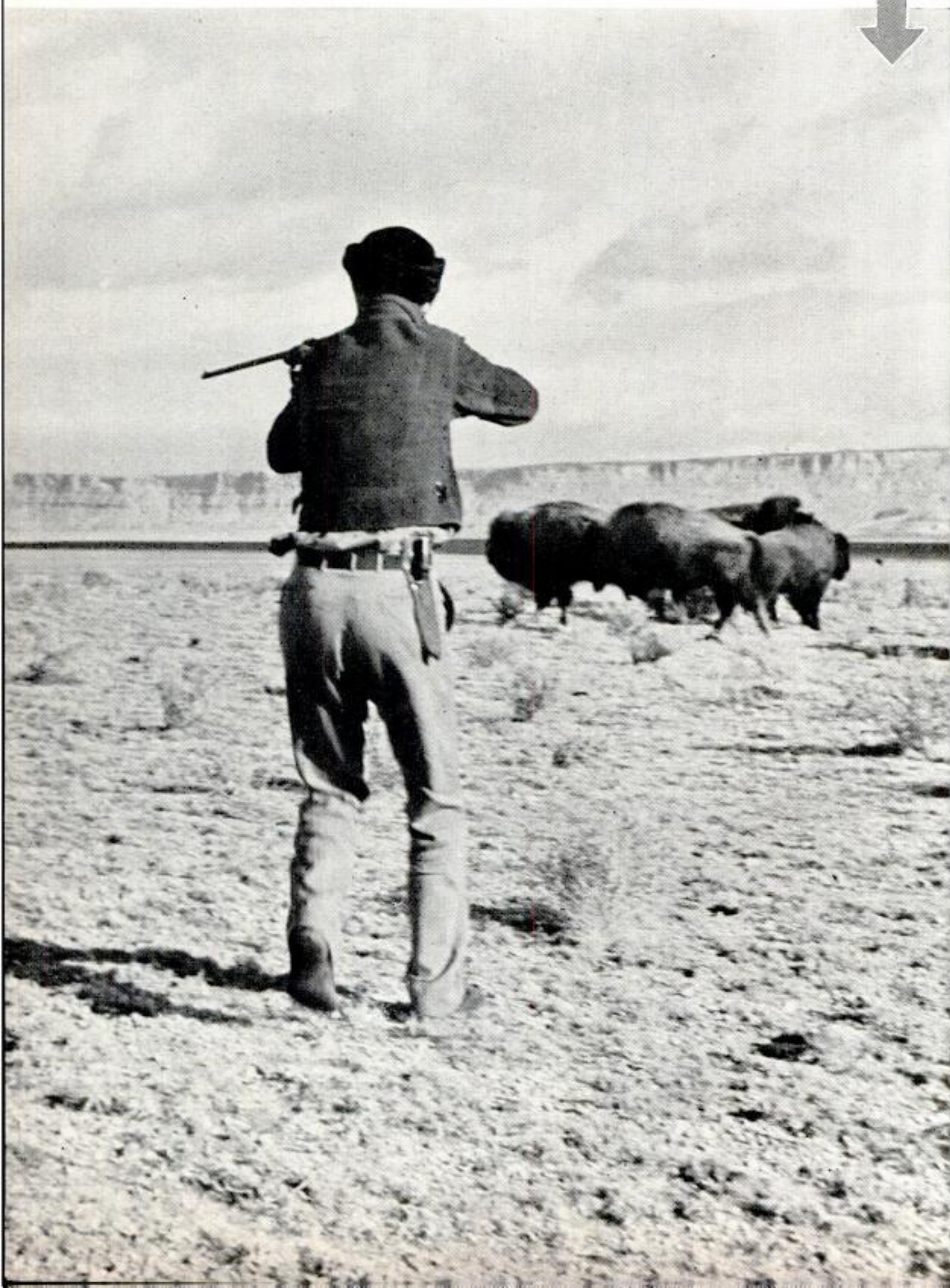


Across the range, as in the days of their glory, buffalo of the House Rock Valley herd go on the move. They are the world's best natural engineers, always take the easiest possible route. Even though they are fairly tame, a buffalo herd will still easily stampede.





A buffalo falls, with his feet wildly thrashing the air, as Hunter Levy S. Young of Peoria, Ariz., hits him in the heart. When one animal is killed, other buffalo are not frightened. Instead of running, they may stand around, sniff at their fallen comrade.



Buffalo is skinned by Hunter Ray Abbeloos (right). Usually it is done by professional skinners. Hunter keeps head, hide, one-quarter of meat. Rest is sold to pay salary of caretaker.



Shaggy heads are strapped to cars. Hunters find buffalo meat good but sometimes tough and stringy. If they sell it, they will get 12¢ a pound for front-quarter meat, 14¢ for hind.



The legation staff posed for this group picture at 10:30 a.m. on Jan. 24, just before leaving to present credentials to Lord Tweedsmuir. The entire staff had to go, though Cromwell was the only new mem-

ber. To right of Cromwell sits Commercial Attaché Col. Henry M. Bankhead, uncle of Tallulah. Below: Cromwell works in his private office at the legation. Picture on his desk is of President Roosevelt.



U. S. MINISTERS TO CANADA LIVE IN THIS BIG STONE HOUSE

CROMWELLS ARRIVE IN OTTAWA AND TAKE OVER U. S. LEGATION

Though the temperature hovered at 15° below, one of the largest crowds Canada ever turned out to greet an arriving U. S. Minister stood shivering in Ottawa's Union Station Jan. 23 when James H. R. Cromwell, amateur economist and politician, and his wife, the former Doris Duke, arrived to take over America's handsome, half-million dollar legation. Fur-hatted Prime Minister Mackenzie King headed the welcoming committee and exchanged polite platitudes with Mr. Cromwell. Upon reporters the new minister turned a hearty informal charm. He urged them to "forget all this richest girl in the world stuff" and think of him and his wealthy wife simply as "Mr. and Mrs. Cromwell." He pleased everybody by professing himself "curious" to see the Dionne quintuplets.

First flush of Canadian press comment was pleasantly pro-Cromwell. About Doris, opinion was reserved. She had dodged cameras, parried questions with a kind of cool indifference. Observers graciously attributed her manner to "shyness." After a night in the attractive legation residence at Rockcliffe (*above*), Mrs. Cromwell exclaimed: "We have all the comforts of home!"



Mr. and Mrs. Cromwell meet the press briefly before starting on an afternoon round of official visits to other members of the diplomatic corps.

3 CHEERS FOR *Lasting* crackle! *Crispness!* pop!



Delicious with fresh, frozen, cooked, or canned fruits

● Be the first in your family to discover the breakfast thrill of Rice Krispies!

Here is *crispness* that speaks out with a snap! crackle! pop! when you pour on the milk or cream . . . and lasts to the final, delicious spoonful.

Here is *flavor* richly satisfying. Only premium quality, American-grown "Blue Rose" rice goes into Rice Krispies.

Here is *novelty*—to win youngsters easily—to put a sparkle into grown-up break-

fasts. Rice Krispies are made by Kellogg according to a special process. Flavored in a unique way . . . "popped" in ovens . . . toasted a luscious, golden-brown.

Let breakfast take on a crackling new deliciousness. Order Kellogg's Rice Krispies. They come with their crisp freshness protected by Kellogg's exclusive inner-wrap, completely "Waxtite" heat-sealed at both top and bottom.

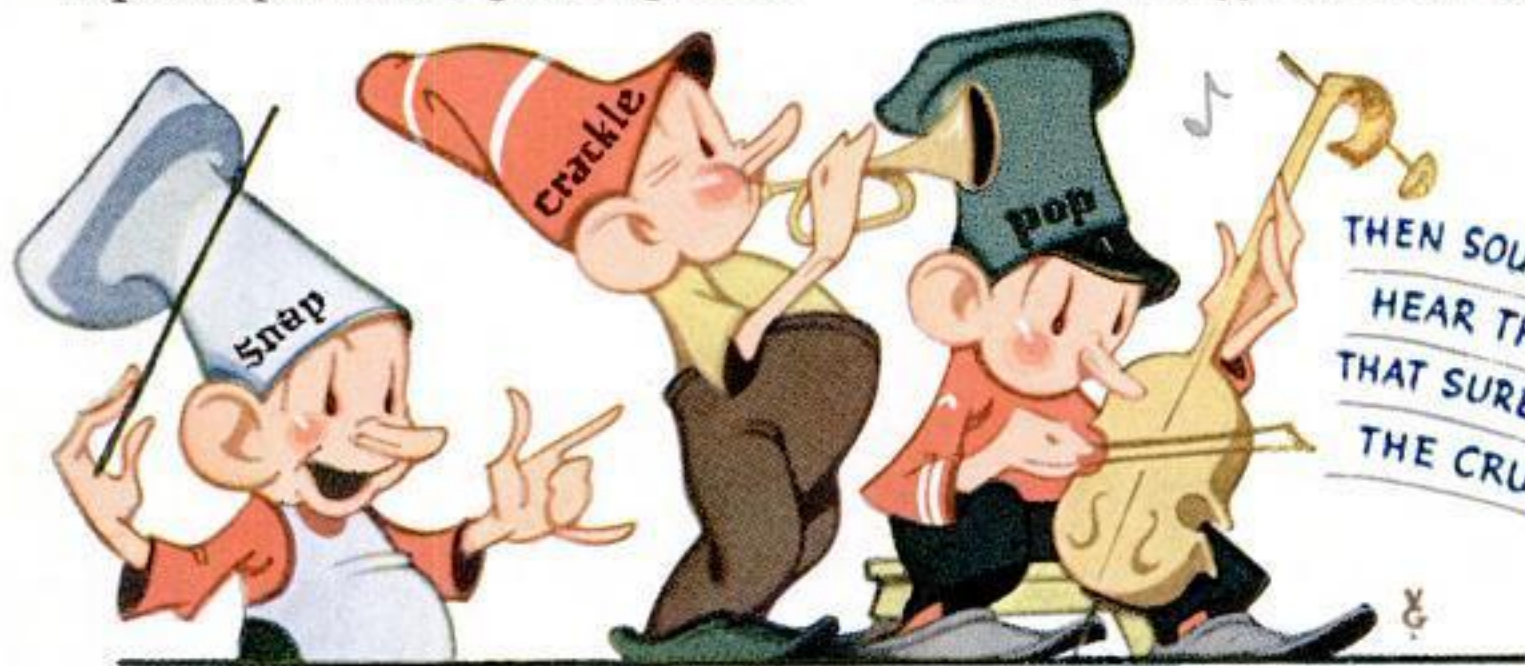
Made by Kellogg's in Battle Creek



Sensational offer! Attractive nursery-rhyme wall plaques in gorgeous colors. Suitable size for grouping—six different subjects. See back of Rice Krispies package

"OVEN-POPPED" BY KELLOGG!

Delicious Rice Krispies float for hours in milk or cream. The name "Rice Krispies" is Kellogg's trade-mark (Reg. U. S. Pat. Off.) for oven-popped rice.



Copyright 1940 by Kellogg Company

How I made the Farmer's Boy yell "Hooray!"

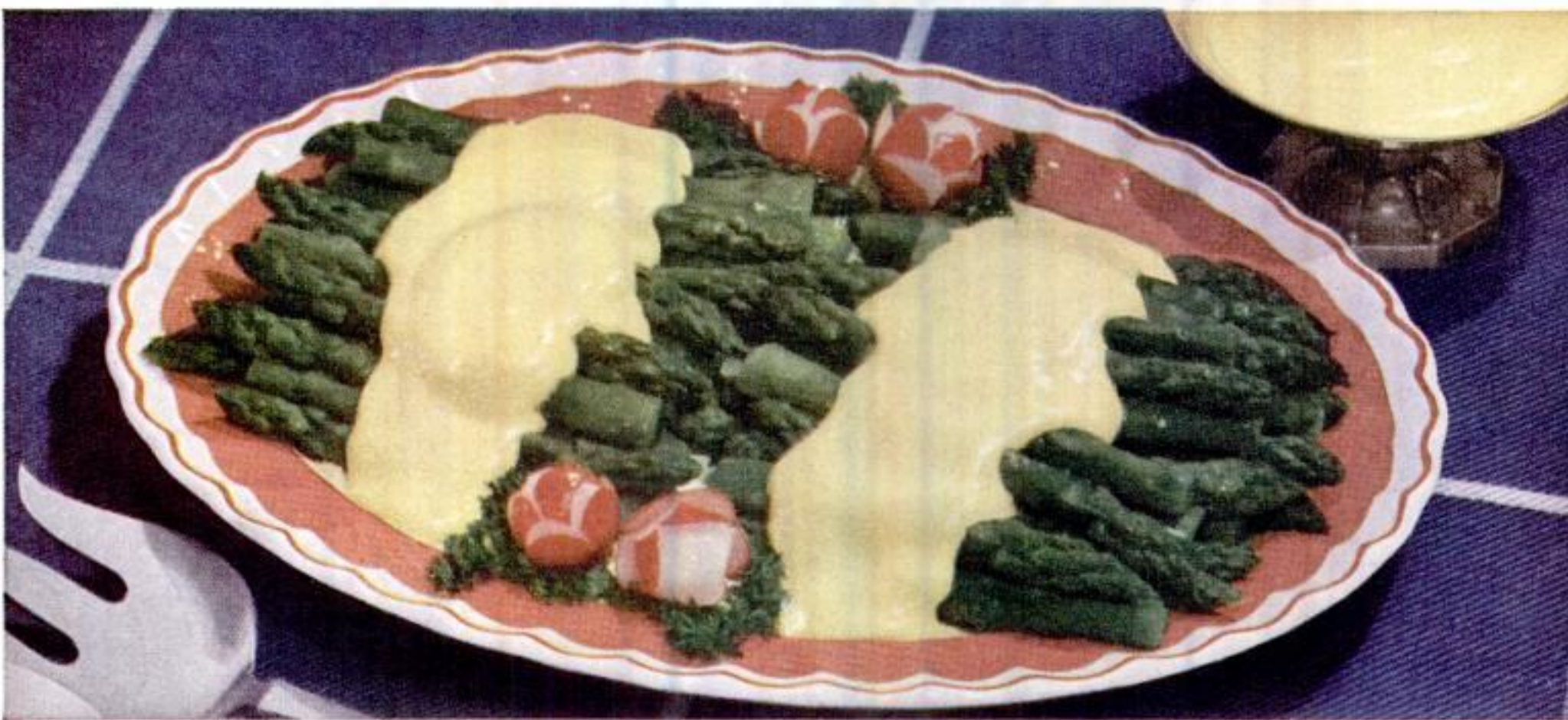


1. My husband is a city man now, but he was born and raised on a truck farm. And one of his pet peeves used to

be that we never could get vegetables that had the same flavor and tenderness as "fresh-picked" ones . . .



2. So you should have seen my grumble-boy that night I first served him Birds Eye Quick-Frozen Asparagus Tips. One of those rapt, man-enjoying-food smiles spread over his face. "Hooray," he yelled. "Farm flavor at last! And in the dead of winter, too! How'd you do it?"



3. "Quite easy," said I, looking very superior. "The Birds Eye people take the grandest, tenderest asparagus that can be raised, cut off the tips and quick-freeze them only 4 hours after picking. That completely seals in the garden-freshness and the flavor. And the vitamins, too. But don't ask me how . . .

4. "And furthermore, Handsome . . . Birds Eye Asparagus Tips are all cleaned for me. I merely take them out of a neat package and drop them directly into the pot. Saves me over 25 minutes' kitchen work. Not that you'd care about that. But I do!"



5. Then I explained how this garden-fresh Birds Eye Asparagus costs far less now than the flavorless asparagus we'd been getting. Pointed out that it would take two medium-sized bunches of ordinary asparagus to give us as much as we got in only one box of trimmed Birds Eye Asparagus. Then Bill did something sweet . . .



6. He leaned over and gave me a squeeze. "Honey," he said, "the way I've fussed about food, I don't deserve your trying to please me. And saving us money in doing it, too! You're grand . . ." That's all, except that we practically live on Birds Eye Foods now. And Bill's not grumbling any more.



7. Where can you buy these better-than-fresh foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in quick-frozen foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these luscious foods:

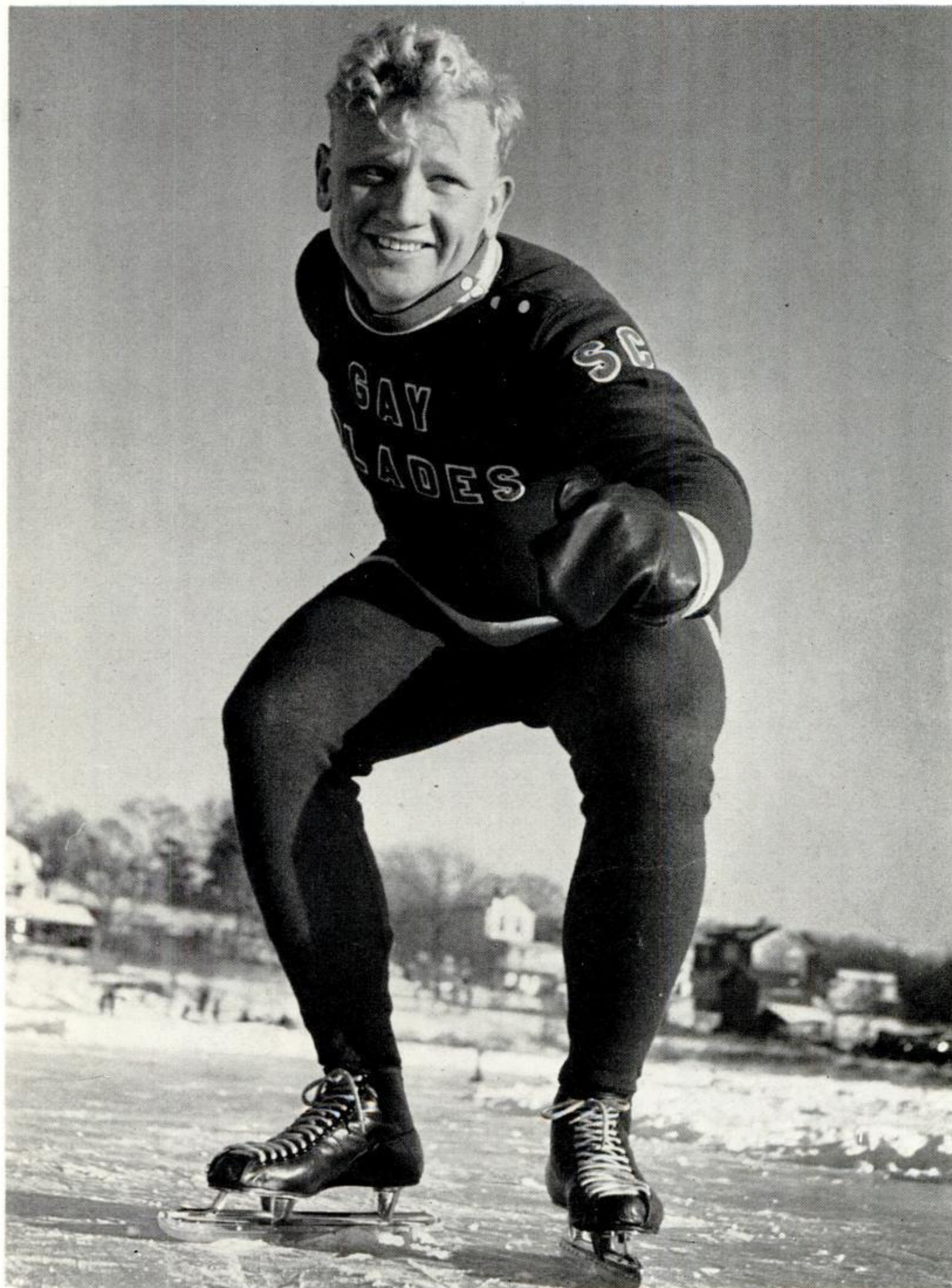
| | |
|----------------------------|-------------------------|
| Green Asparagus Cuts | Roasting Chickens |
| String beans, French style | Juicy, big Youngberries |
| Ruby red Strawberries | Spring Leg of Lamb |
| Garden-fresh Baby Limas | Salmon Steak—1" thick |
| Golden Bantam Corn | Red Perch Fillets |

And there are 50 more Birds Eye Foods all cleaned, trimmed, ready to cook or serve. Get a box today!

FARM-FRESH FOODS—IN CONVENIENT PACKAGES

Copyright, 1940, General Foods Corporation





ROUKEMA GETS READY FOR START. BECAUSE IT IS EASY TO GET KNOCKED DOWN, HE STARTS LAST, SKATES AROUND FIELD

JOHN ROUKEMA, FROM HOLLAND, IS A CHAMPION SKATER

Among sports fans, this winter will be remembered as the time when ice skating hit a new high. On thousands of rinks, pretty girls in short skirts and bare legs did fancy pirouets and grapevines. Prankish adults vied with kids in tricks and spills. Ice carnivals made money. In 40 performances, Sonja Henie's revue played to half a million people. In New York City, one chain of stores sold 70,000 pairs of skates by the middle of January.

This ice-skating craze has brought the old sport of speed skating back into the limelight. Its star performers have suddenly become national figures. Outstanding among these is 21-year-old John Roukema of Paterson, N. J. In ten races this winter, he has won nine. Born in Holland, he has curly blond hair,

a crinkly smile and is one of the handsomest athletes in the world. At New York's Gay Blades rink, where he is captain of the skating team, pretty girls wistfully sing *Oh Johnny, Oh Johnny, how you can love* as he whizzes around the rink. But he is as religious as he is handsome. A devout member of the Christian Reformed Church, he refuses to skate on Sunday. Accordingly, he misses many of the most important races.

To orthodox skaters, Johnny's style (*strip at right*) looks clumsy. Instead of streamlining himself by holding his hands locked behind his back, he swings them at his side like a windmill. It is hard for him to race indoors. Says he: "Indoor rinks cramp my style. I seem to knock down a lot of other racers."

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AT START, RIGHT FOOT TOES OUT FOR PUSH-OFF



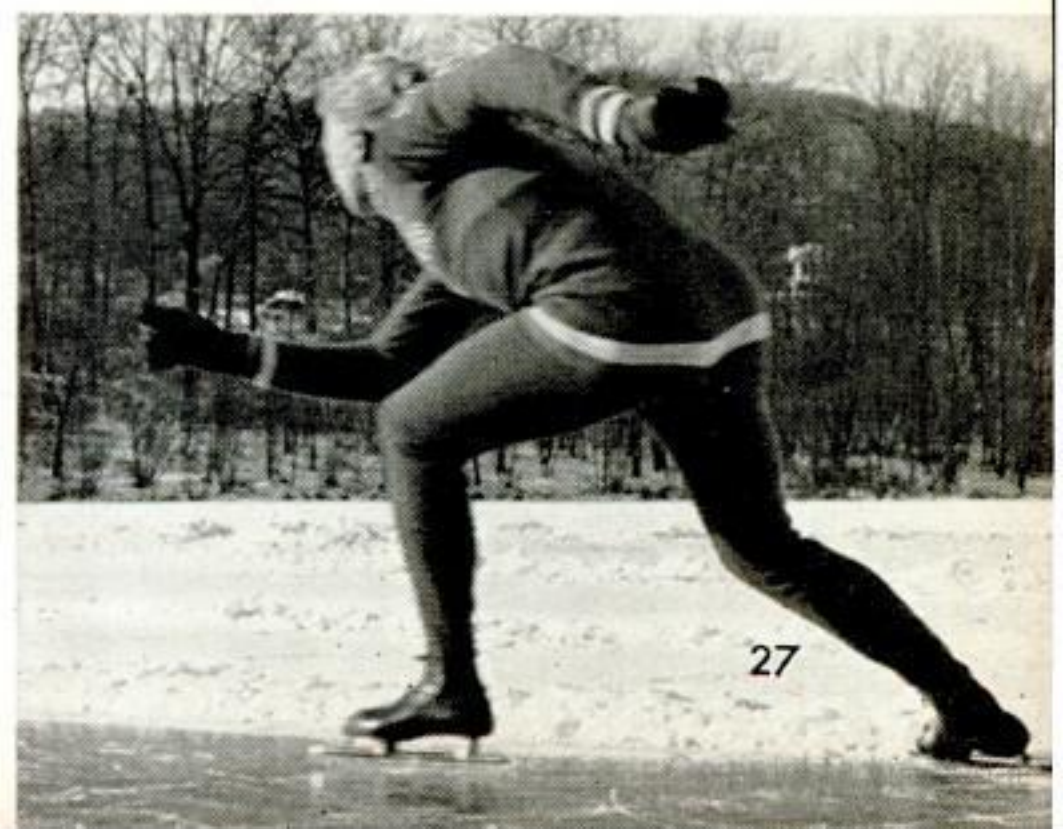
STEPS ARE SHORT, QUICK AS HE GETS UP SPEED



TOP SPEED: STRIDES ARE LONG, ARMS SWINGING



ON TURN, HE GLIDES. BELOW, TOP SPEED AGAIN





A \$10 BILL THAT GAVE WINGS TO WORDS



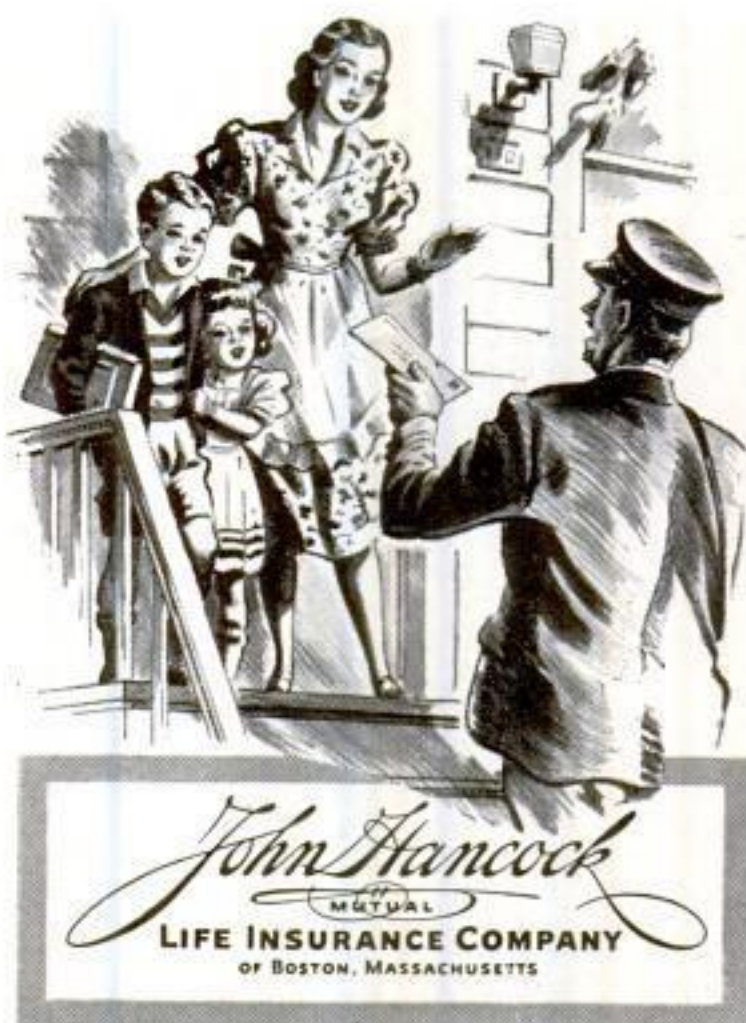
EVEN geniuses must eat—and Samuel Morse, inventor of the telegraph, had not eaten for two days. Anxiously he awaited the arrival of a boy who owed him twenty-five dollars for drawing lessons. When the pupil pleaded non-arrival of money from home and asked for another week, it seemed to Morse as if his long, hard fight to prove the worth of his invention were lost. Desperately he cried: "Next week! I'll be dead by that time!" Whereupon the pupil paid the inventor ten dollars on account, which carried him over a dangerous pass in the climb to his final success.

MONEY FOR READJUSTMENT IS IMPORTANT TOO

As important to a dependent family as that historic ten dollar bill was to Samuel Morse is the first readjustment income check which arrives at a critical time. The John Hancock Readjustment Income Plan is designed to provide a substantial income for the family, to tide them over that trying period following the death of the provider. This is the

time when income is most important and when it can do the most good.

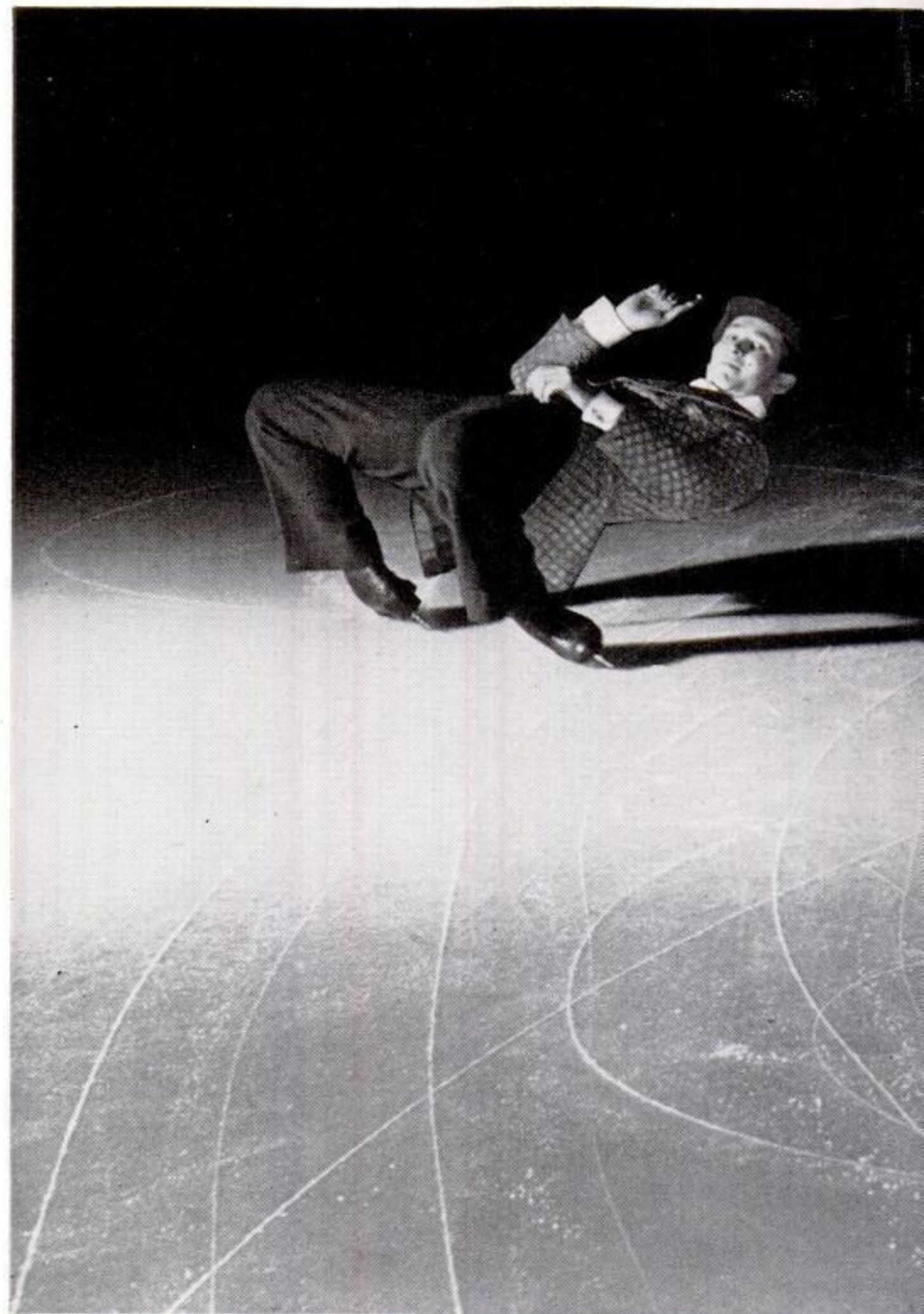
The details of a complete plan prepared for a family in moderate circumstances are given in our booklet entitled, "Two Lives." A copy will be sent on request. Write to Department L-1.



JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY

GUY W. COX, President

Skating (continued)



FRICK DOES A BACK-BEND SPREAD EAGLE. HIS BACK IS TEN INCHES

FRICK AND FRACK FROM SWITZERLAND

There is poetry in skating. The flashing strides of the racer as he cuts across a frozen lake recall a ballad by Kipling. The graceful tango steps of a beautiful dancer, skating to lilting music and soft lights, are a love poem by Shelley.

The skaters shown here, however, are busy reducing this poetry to buffoonery. Calling themselves Frick and Frack (real names: Werner Groebli and Hansruedi Mauch) they are a pair of Swiss comedians who this winter are making their fortunes by burlesquing everything graceful and beautiful in figure skating. And they are very, very funny. Traveling with Shipstad and Johnson's *Ice Follies*, they have panicked audiences everywhere with the incredible positions into which they twist their bodies. Most incredible twist is shown above.



BACK TO BACK, THEY SLOWLY STAND UP



AFTER A HARD BUMP, FRACK IS DAZED



FROM ICE. HE FIGURES HE EXERTS 210 LB. PRESSURE ON HIS SKATES

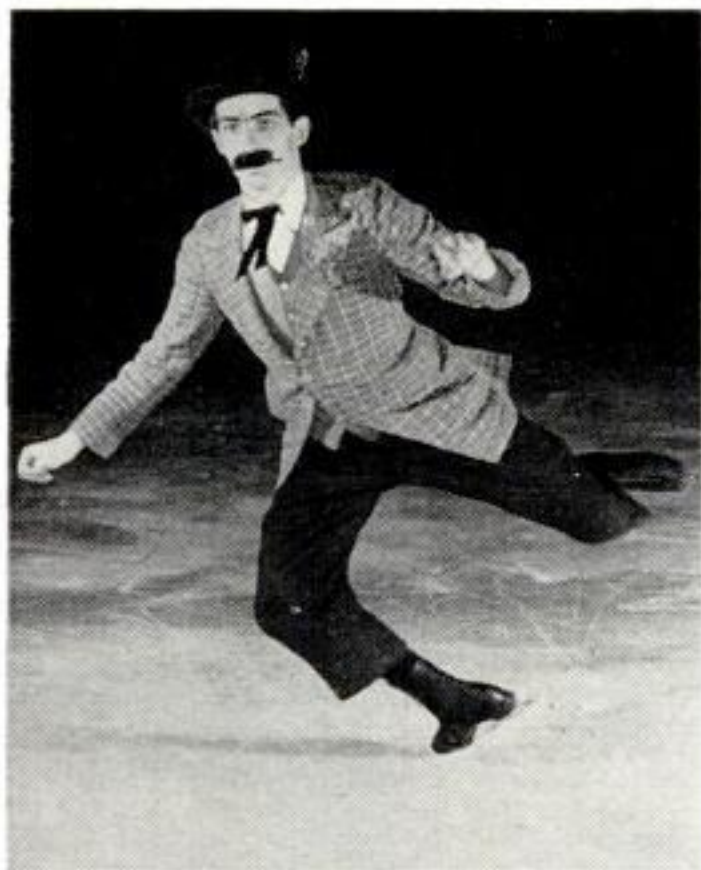
ARE TOP U. S. SKATING COMEDIANS

Gliding in a tremendous circle at top speed, with his body in a cantilever spread-eagle position, Frick lowers his back until it is horizontal with the ice.

Frick and Frack have been in the U. S. only since last winter, have already become the top skating comedians in the land. They both learned to skate at 7, but never took it seriously until one day when they tried imitating buxom ladies attempting spread eagles. Nearby skaters roared with laughter. Soon they were appearing in amateur shows at Basle and St. Moritz, then in a professional show in London. Today, in the U. S., they make \$500 a week, like everything about the country except the ice on the indoor rinks. It is frozen too fast, and imprisoned air bubbles make it crack and chip easily.



SO FRICK PICKS HIM UP BY COLLAR



FRACK BURLESQUES A BALLET TOE SPIN

CONTINUED ON NEXT PAGE

Patroness of Music



At Her Piano—Mrs. Pierpont Morgan Hamilton is greatly admired in New York social and musical circles for her charm and talent.



At The Opera—Mrs. Hamilton is a Wagnerian enthusiast. Frequently entertains at her delightful Sutton Square home.

—But they BOTH give their skin the SAME FAMOUS Simple Care!

QUESTION TO MRS. HAMILTON:

With so many demands on your time, Mrs. Hamilton, how can you keep your skin looking so beautifully cared for?

ANSWER:

"My skin care is amazingly quick and simple. But I do use two Creams. Pond's Cold Cream for cleansing and softening my skin—Pond's Vanishing Cream to smooth roughnesses."

QUESTION TO MRS. HAMILTON:

How do you keep your make-up so flattering throughout a long evening?

ANSWER:

"By preparing my skin for make-up with 2 Creams. When I first cleanse my skin with Pond's Cold Cream and then smooth it with Pond's Vanishing Cream, make-up goes on evenly and is really there to stay!"

QUESTION TO MISS HERNAN:

Katheryn, is there any close tie-up between fashion and complexion?

ANSWER:

"Oh, very close! I soon realized that a good skin peps up even an inexpensive outfit. That's why I'm so careful always to use both Pond's Creams."

QUESTION TO MISS HERNAN:

You mean Pond's Cold Cream and Pond's Vanishing Cream? Does each do a separate job for your skin?

ANSWER:

"I've found that Pond's Cold Cream is a perfectly grand cleanser. What's more, I love the way it softens my skin!"

QUESTION TO MISS HERNAN:

Now then, what does Vanishing Cream do for your skin?

ANSWER:

"Well, when I'm outdoors a lot it protects my skin from exposure. And I always use Pond's Vanishing Cream before putting on make-up. It's a marvelous powder base!"

Young Fashion Artist



Begins Art Career—Katheryn Hernan first started working as a fashion artist and designer in home-town Dallas, Texas, department store.



Like Most Texans, Katheryn loves riding. But here she's more interested in the thrilling words her companion whispers.



SEND FOR TRIAL BEAUTY KIT

POND'S, Dept. 21CV-B1, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquefying Cream (quicker-melting cleansing cream) and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____
Street _____
City _____ State _____

Copyright, 1939, Pond's Extract Company

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DENTAL RECORDS REVEAL GINGIVITIS ATTACKS 4^{OUT} OF 5!



EVEN YOU MAY BE A VICTIM

of this gum inflammation—often a forerunner of ravaging Pyorrhea!

If your gums are tender, sore or bleed at times—BEWARE! You may have Gingivitis—an inflammation where gums join the teeth and, if neglected, horrible Pyorrhea may follow with its shrinking gums and loosened teeth. *Only your dentist can help Pyorrhea. BUT—*

You CAN effectively help guard against Gingivitis, as results from a recent clinical investigation show.

More than 4 out of 5 patients examined had Gingivitis. And in just 30 days, 95% of these cases showed *remarkable* improvement (firmer, healthier gums) by cleaning their teeth and massaging

gums twice daily with Forhan's Toothpaste—the ORIGINAL toothpaste for massaging gums.

Even Helps Clean Dingy Teeth To "Natural" Brilliance

Daily brushing of the teeth with Forhan's not only brightens dull teeth to their natural sparkling lustre but it HELPS REMOVE ACID FILM THAT SO OFTEN STARTS TOOTH DECAY. No wonder dentists have recommended it for over 20 years! Just get a tube today and note the *difference!* And DON'T forget to see your dentist frequently—every 3 months isn't too often.



FREE

50¢ GUM MASSAGER: Send carton of giant 50¢ size Forhan's Toothpaste to Forhan's, Dept. C-4, New Brunswick, New Jersey, and receive this wonderful 50¢ Gum Massager FREE.

Skating (continued)



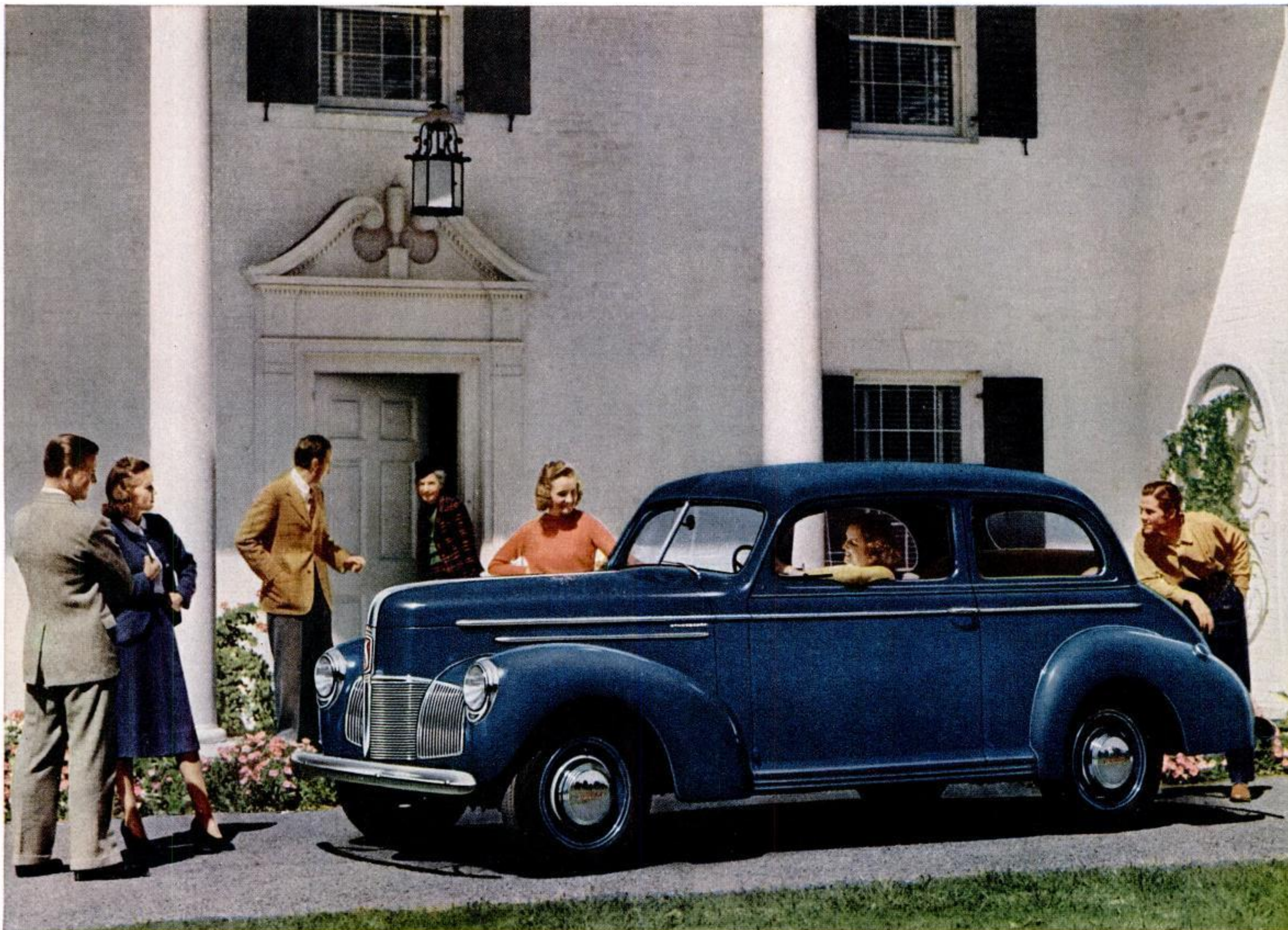
One foot skates forward and the other foot goes backward. In every stunt Frick and Frack do, they use this basic position. It is called a cross-foot spread eagle.



A rocking-chair spread eagle comes when Frack rests on Frick's knees. As they glide down ice, Frick slides out from under. Frack discovers he has no support.



Frack is skating toward camera. The foot in front is the right one. He moves in a straight line but his skates wobble. Later he pretends his knees are out of joint.



Illustrated above: 1940 Studebaker Champion Club Sedan \$700 delivered at factory



Delightful comfort in zero weather is yours with Studebaker's Climatizer which warms entire car, including floor, with filtered, heated, constantly changing, fresh air—defrosts and defogs, too. Entire Climatizer unit is located out of the way under front seat. Available at slight extra cost.



You don't need to slam the doors of your Champion, thanks to Studebaker's tight-closing rotary door latches. Solid steel body, foot-regulated hydraulic brakes and sealed-beam headlamps contribute still further to your safety.

Thrilling beauty and welcome money-saving make you proud to say you own this *1940 STUDEBAKER CHAMPION*

YOU'RE doing the same up-to-the-minute thinking as thousands of other experienced motorists, when you choose this beautiful new Studebaker Champion as the best buy in a lowest price car.

The biggest boosters among the Champion's owners are men and women who have driven other cars of lowest price. They enthusiastically say they never dreamed that any car could give so much downright satisfaction in looks, safety, riding comfort, handling ease, smooth performance and economy as this Champion.

Costs 10% to 25% less to run
Studebaker engineers designed the Champion to be 10% to 25% more saving of gas than any other leading lowest price car. Many Champion owners get even better gas economy.

This roomy, luxuriously upholstered, 6-cylinder Studebaker saves

PRICES BEGIN AT
\$660

for a Champion coupe delivered at the factory, subject to change without notice.

you money on repairs and upkeep, too, because it is built with the same care and soundness as Studebaker's famed Commander and President.

At no extra cost, you get such conveniences and protections as planar independent suspension, finest hydraulic shock absorbers, steering wheel gear shift, sealed-beam headlamps, non-slam rotary door latches, front-compartment hood lock, shockless variable-ratio steering, foot-regulated hydraulic brakes.

See your local Studebaker dealer now. Become the proud owner of a Studebaker Champion. C.I.T. terms.



He sees that you get a square deal when you buy a Studebaker Champion. He is one of Studebaker's 7,700 conscientious, long-time, expert craftsmen. Their careful work saves you money on upkeep—assures you a top trade-in allowance.



"Remember, Elmer, I'm a Career Cow!"

"I DO HATE TO LEAVE YOU with all the house-work," moaned Elsie, the Borden Cow, to Elmer, the Bull. "But my career comes first, you know!"

"You're seeing a lot of that veterinary," commented Elmer. "Is that necessary to your career?"

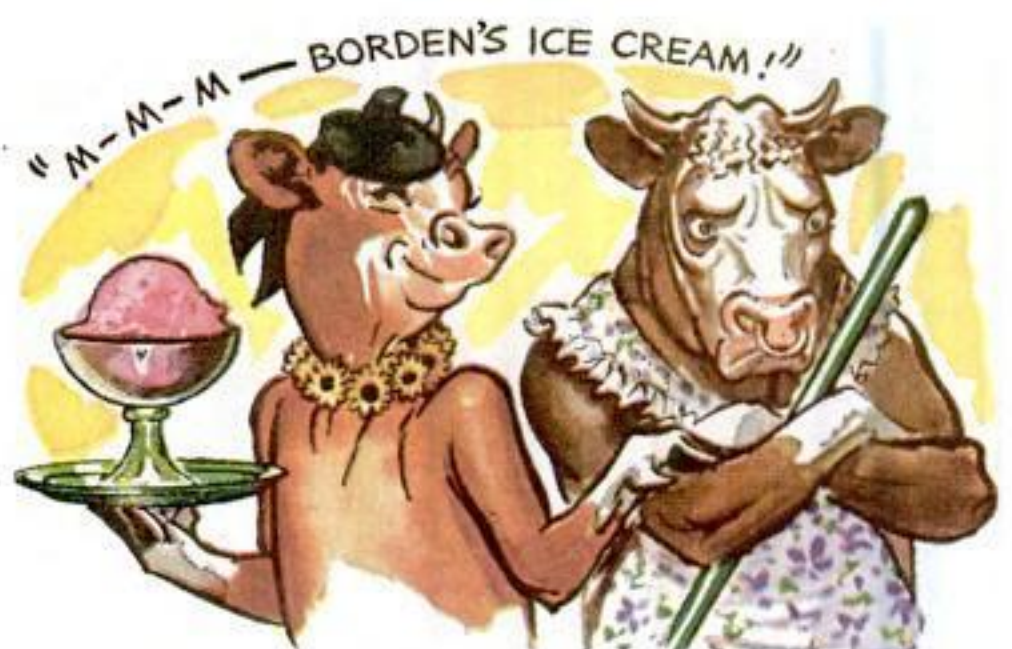
"Very necessary!" replied Elsie. "It's the start of Quality Control."

"SO!" breathed Elmer suspiciously. "It's come to that, has it?"

"Yes, it has—thanks to Borden's," said Elsie. "That skillful young veterinary makes sure that I'm always in perfect health and therefore giving the richest and purest milk for use in Borden's foods."

"I know your milk is the cream of cowdom, Elsie," pleaded Elmer, "but there are other things in life beside milk!"

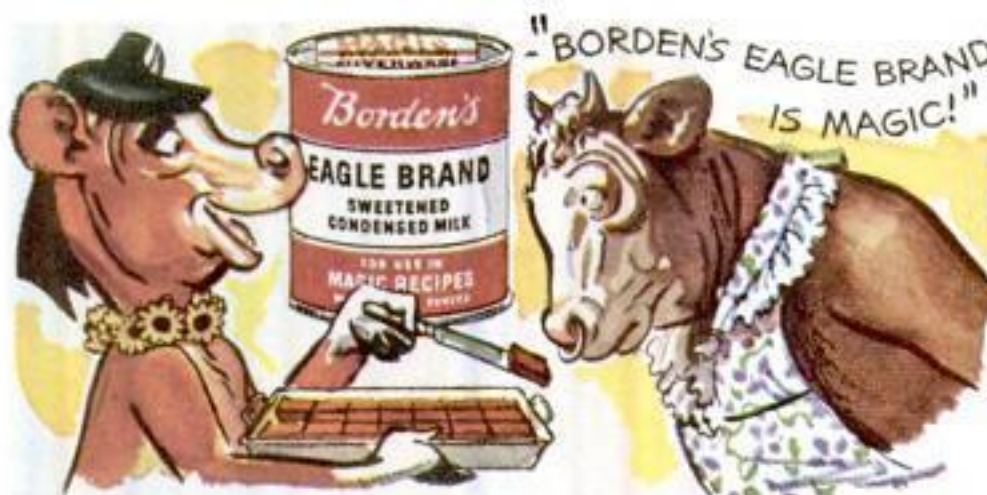
"That's just it!" exclaimed Elsie. "Borden's Ice Cream, for example! One of the reasons it's so deliciously smooth and good is because my milk and cream,



from which it's made, are rich and pure. You see, Borden's extra care starts at the very beginning!"

"Ice cream is cold comfort," observed Elmer. "You should be home polishing my nose-rings."

"Now, Elmer!" protested Elsie. "What would all those busy housewives do without Borden's Eagle Brand Sweetened Condensed Milk? They depend on



it to make the most marvelous cake icings and cookies and candies—in the swish of a tail!"

"Oh, fudge!" growled Elmer.

"I have a lot of Borden scientists interested in me, too!" Elsie smiled archly. "They're awfully fussy about



my milk, my vitamin D, and about everything Borden does. But it's worth while when you think of the thousands of babies who are growing lusty on Borden's Irradiated Evaporated Milk!"

"It's no wonder," she reflected, "that mothers everywhere are so delighted with such a pure, perfect food for their babies! And it's a tribute to Borden—and me—to have so many baby doctors praise it."

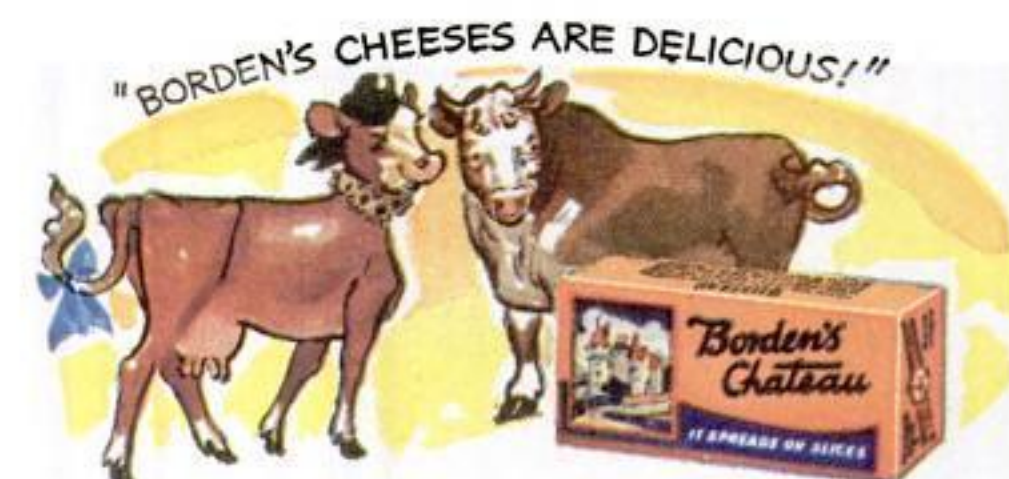
"I suppose," scoffed Elmer, "that when you're mincing around that special pasture of yours, you're working on Borden's None Such Mince Meat?"



"No," Elsie admitted. "That's one fine Borden product I can't share credit for. But I'd certainly be proud if I could—it makes the spiciest, juiciest, fragrantest mince pies ever baked! One taste is proof enough that it's made to the usual Borden standards of top quality."

Elmer sighed. "You and Borden's certainly take good care of people!"

"People realize it, too!" beamed Elsie. "You should hear them rave about Borden's Family of Fine Cheeses! They know that such wonderful flavor could come only from the most careful attention of experts. Why, folks



close their eyes in pleasure at the taste of Borden's Chateau! That's the cheese-food masterpiece—Borden's have a secret method of blending costly, aged cheese in Chateau that baffles all would-be imitators."

"Say, that must be good!" said Elmer, greatly impressed.

Elsie laughed. "You can bet your best porterhouse it's good! Food goodness, delicious flavor, and superb quality are the constant aims of Borden's. Ever-increasing numbers of people are getting to realize that 'if it's Borden's, it's got to be good!'"

To provide the best of dairy products, to guard the goodness of all Borden foods, and to bring them to your home, more than 27,500 Borden employees work in partnership with 47,000 owner-stockholders.



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The Robinson family is furious when father William, a wealthy Swiss, makes them sole passengers aboard a cargo ship bound for Australia because he frowns on their frivolous, indolent life in London.

MOVIE OF THE WEEK

Swiss Family Robinson

Six castaways find Utopia on a tropic isle

"What," asked Hollywood of the New York Public Library, "is year in and year out the fastest-moving book on your shelves?" The answer led to a story written by a Swiss college professor 127 years ago, read and re-read in a thousand different editions, translated into almost every known language including the Hindu. Conceived toward the close of the Napoleonic wars, when Europe lay exhausted from 20 years of bloodshed, Johann Rudolf Wyss's *Swiss Family Robinson* glorified that ever-verdant dream of civilized man for escape to some far-off isle where, alone with nature, he might fashion for himself a primitive Utopia.

Now converted into a movie, *Swiss Family Robinson* is, a century later, still an engrossing story, still an endearing dream. Not the least of its heroes are a flock of ducks, a donkey, a goat, a mule deer, a turtle, a giant spider and a particularly inane-looking ostrich named Henry. And not the least of its oddities are its two independent producers, Gene Towne and Graham Baker, who, until now, have been known as Hollywood's most screwball gagsters, its most fabulous writing team.



When their ship is wrecked during a gale, on a south-sea reef, the Robinsons must save themselves, since both cap-

tain and crew have been swept overboard by mountainous waves. William and his three oldest sons improvise a raft

of barrels and planks, and stow it full of the bare necessities of life salvaged from the foundered brig's supplies.

It's the taste that sets the
pace for your day...



Brisk, breezy, bracing,
it's SQUIBB DENTAL CREAM
having its own cool,
sweet, refreshing way!

It's going to click with your taste-sense the minute
it touches your tongue . . . a rousing, rollicking,
minty fragrance racing through your mouth.

A quick peek in the mirror and you love the
way your teeth look . . . a quick glance at the
label and you realize why. For Squibb is a dentifrice
that cleans and polishes safely, and fights
acids, when it comes in contact with them . . . acids
that threaten pretty teeth. You'll like it the
minute you try it. Start in tomorrow morning and
let its taste set the pace for your day!

SPECIAL...

Ask your druggist for
the new **Economy
Package** containing
two tubes of Squibb
Dental Cream.



*Taste and feel the refreshing difference!

SQUIBB Dental Cream

"Swiss Family Robinson" (continued)



In the brig's hold they find cattle, sheep, hogs and fowl, which they lower onto
their raft or equip with makeshift water wings for swimming to the nearby shore.



Through heavy swells, the six shipwrecked Robinsons row warily toward an island
spied beyond the reef. Visible in tubs are chickens, bags of grain, boxes of tools.



Thanks for delivery are offered by William upon setting foot on land. Secretly he
is pleased for he hopes that on this uninhabited isle his sons will be regenerated.

CONTINUED ON PAGE 36



"Ed Barnes, you're worse'n a jitterbug!"

MA BARNES: I swear you twist around crazier than those young folks dancin' in there. What ails you, anyway?

ED BARNES: Now, ma, I'm no jitterbug. It's this shrunk-up shirt that's got me twisting and squirming.

MA: Why on earth can't you do like Ella's husband—get yourself some Sanforized-Shrunk shirts?

ED: But ma, these shirts had "pre-shrunk" wrote right on the collars.

MA: Don't you ever listen to what I say? I said Sanforized-Shrunk, not "pre-shrunk."

ED: Shucks—what's the difference?

MA: Land a mercy! A body'd think you never learned to read. It's in all the magazines and papers now how Sanforizing takes practically every mite of shrinking out of a fabric.

ED: Don't believe it.

MA: Well, it's true. Sanforized-Shrunk fabrics can't shrink more'n a measly 1% by standard tests—and that means shirts don't ever shrink out of size.

ED: But don't Sanforized Shirts cost plenty?

MA: Not a red cent more than any other kind. You can

buy Sanforized-Shrunk shirts in almost every store, in about forty-leven different makes. Same thing's true of shorts and pajamas, too.

ED: D'you suppose I could run out and pick up a Sanforized-Shrunk shirt now?

MA: If you *don't*, you can run out and stay.

P—sst! Mrs. Barnes—

This year, many new cottons, linens, and spun rayons have this sure shrinkage protection. Look for the words Sanforized-Shrunk on these articles:



Women's Dresses



Children's Garments



The New Flannelettes



Slip Covers, Draperies



Cotton Uniforms



Trousers, Slacks

For permanent fit...look for the words...SANFORIZED-SHRUNK

Say, that's **ARMOUR'S STAR BACON!**
 . . . Let me at it!



It's Dry-Cured for Perfect, Even Crispness...
 There's Finer Flavor In Every Sizzling Slice!

No doubt about it . . . Armour's Star Bacon makes even the fussiest family say "Aah"! . . . For every sizzling slice of this superb bacon comes from choice cuts of meat selected for richer, more zestful flavor! Then it's Dry-Cured, carefully, slowly, to make it cook to perfect, even crispness . . . thoroughly hickory-smoked to bring you all its appetite-waking goodness!

Just put those even, lean slices of Armour's Star Bacon in the pan—then serve them up all crisp and golden-brown and tempting!

And then . . . just watch your family's faces! You'll know why Armour's Star Bacon brings people to the table on the run!

In BACON . . . As in All Other Meats . . .

Ask for **ARMOUR'S STAR**
 It's the **GRADE-A BRAND**

"Swiss Family Robinson" (continued)



As a flag and symbol of hope, William raises an embroidered altar cloth. But Elizabeth, his wife, keeps a signal fire burning on top the hill for passing ships to see.



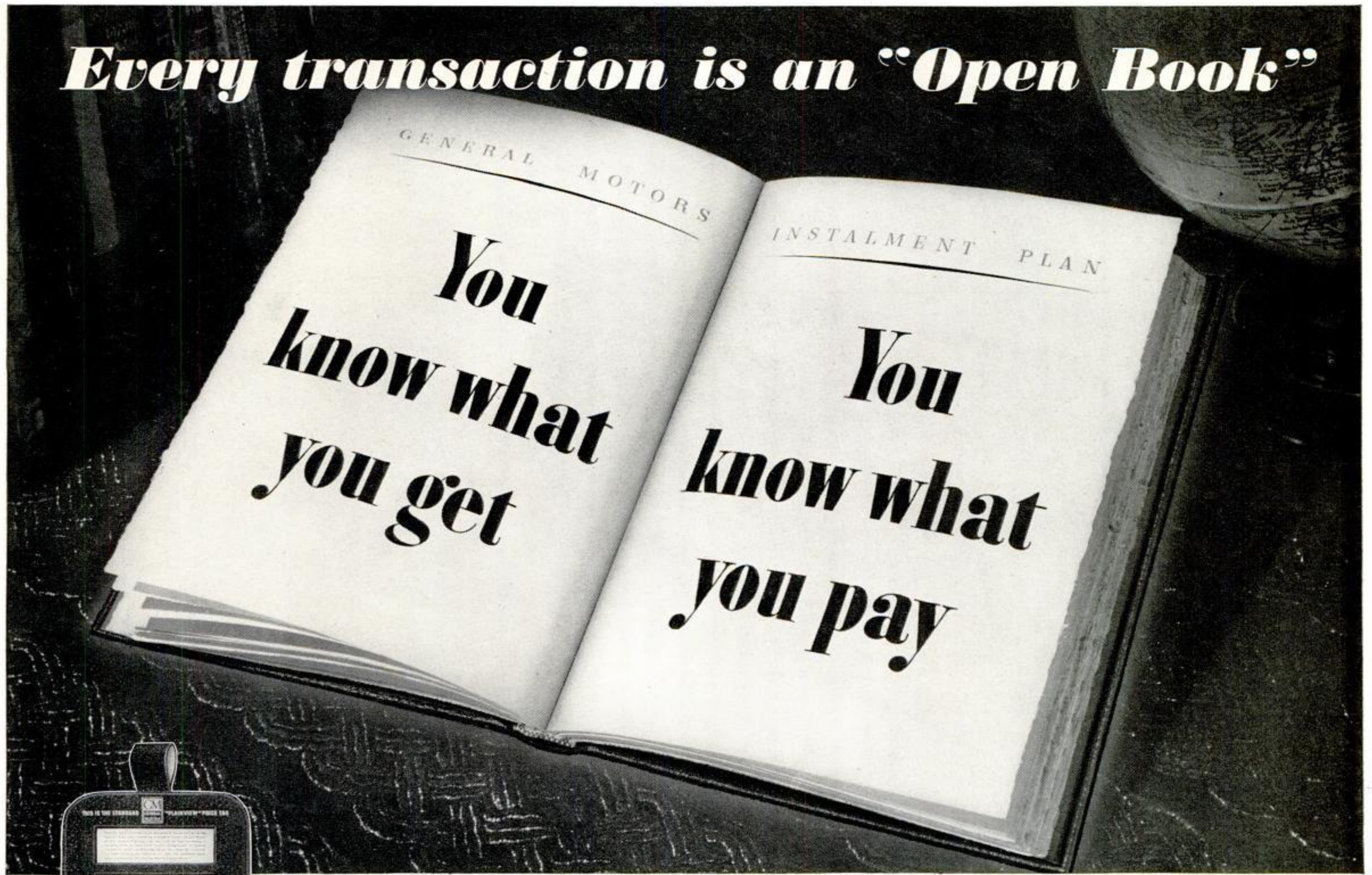
In a hollowed-out tree the Robinsons have made their home after months elapse and no ship comes. Here they hold a feast to celebrate their first permanent shelter.



In salvaged finery the castaways, beginning to feel the effects of simple, wholesome living, hold another banquet when their tree home is completed and cosily furnished.

CONTINUED ON PAGE 2

Every transaction is an "Open Book"



THE PRICE TAGS on General Motors cars plainly show the items that go to make up the *cash delivered price*. All the details are in the open.

BUT MOST PEOPLE BUY "ON TIME."

And so the same open-book policy applies when you buy on the General Motors Instalment Plan. You see *in advance* what a convenient low-cost way this is to buy, and just what you would pay per month for the new General Motors car you want.

All you have to do is to send the coupon

below and we will send your "figuring chart."

This chart is so clear and easy to use that in a few minutes of simple arithmetic you have your answer . . . based on the amount of time *you* want, and the amount *you* wish to pay monthly.

Yes, *you figure for yourself the financing and insurance cost* and the payment plan which suits you; and the whole transaction is an open book.

So *get* this chart. Learn the *low cost* of the General Motors Instalment Plan. Send this coupon today . .

**NO
SALESMAN
WILL CALL**

GENERAL MOTORS Instalment PLAN

The low-cost General Motors Instalment Plan is available through dealers in all General Motors cars . .
CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, LASALLE and CADILLAC



GENERAL MOTORS ACCEPTANCE CORPORATION
1775 Broadway, New York

Please send without obligation copy of the GMAC Payment Chart for car checked below. ☐ CHEVROLET ☐ PONTIAC
☐ OLDSMOBILE ☐ BUICK ☐ LA SALLE ☐ CADILLAC

Name _____
Address _____
City _____ County _____ State _____ U. S. A.

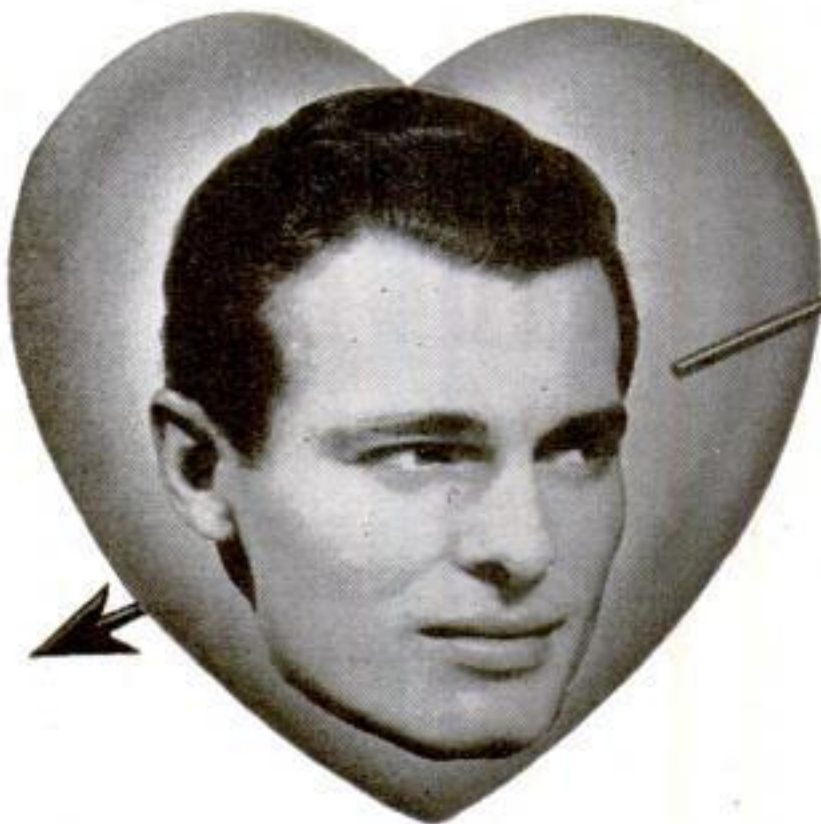
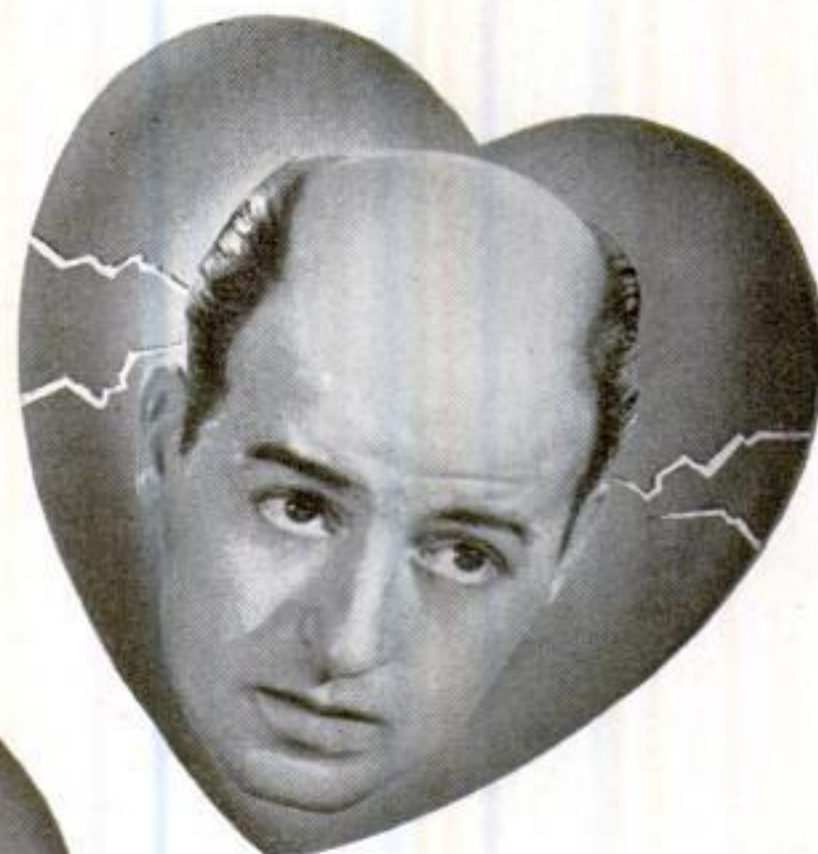
HOW TO HELP YOUR BEST GIRL MAKE UP HER MIND

SOAK YOUR HAIR with water every time you comb it and she'll soon be losing interest. Water washes away natural oils — leaves your hair dry and stiff and wild as the March wind.



PLASTER IT DOWN with greasy goo. Get it nice and shiny, sort of gigolo-like. Then she'll feel uncomfortable with you in public and simply loathe to run her hand through your hair.

LOSE YOUR HAIR through neglect. You'll look old enough to be her uncle and get a nice handshake with a polite "thank you for the wonderful evening" — on this side of the front door.



GET YOUR HAIR looking its natural best with Kreml and watch her get the right look in her eyes. Kreml removes dandruff scales, checks excessive falling hair, relieves itching scalp — and acts as a marvelous dressing without being sticky or greasy.

Women tell us that Kreml puts the hair in splendid condition for a permanent — makes permanents look lovelier.

Ask for Kreml at your drug store or barber shop.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80 per cent olive oil base, it cleans hair and scalp thoroughly and leaves hair soft and easy to manage.

KREML



**REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR
NOT GREASY — MAKES THE HAIR BEHAVE**

"Swiss Family Robinson" (continued)



Reproach from his wife is bitter to William Robinson. Though the boys have become sturdy and self-reliant, she still blames him for making "savages" of them.



New excitement sweeps the castaway camp when William relents and starts building a ship for returning to England. Elizabeth drives a cow-and-donkey team to help.



As the vessel takes shape from timbers cut from trees, Elizabeth becomes noticeably gayer, even sings for the first time in months. Only William is now unhappy.

CONTINUED ON PAGE 40

They'll all be stepping out in **PACIFIC** *Chukkerspun*

Be sure that you get Pacific Chukkerspun and not one of the imitations it has evoked. Only in Pacific Chukkerspun will you find that grand assemblage of features which has delighted a whole nation: the softly rugged weave, the smart frosty colors, the exclusive Pamillized

finish. Of Crown spun rayon and acetate rayon...in women's dresses, play clothes, slacks, culottes, overalls, bathing suits, negligees, etc. . . . and now increasingly in men's shirts, robes, slacks, slack-suit combinations, neckties. These are obtainable at good stores everywhere.

The Sport Fabric of the Year

PACIFIC MILLS
469 Seventh Avenue
New York



If you sip highballs *slowly*,
be sure and mix with White Rock.
It will keep all your drinks keen
and bubbling to the very end.



If you drink highballs *fast*,
use White Rock to improve the
flavor of your whiskey and to make
your highballs taste better.



If you are *foxy*, you have found
out that White Rock is *not* one of
those local carbonated tap-waters,
but a pure *mineral* spring water.



If you are *thrifty*, you know
that 3 cents is all it costs you to
mix a drink with White Rock, when
you use the large Party Size.



GOOD WHISKIES DESERVE

White Rock

ALL OTHER WHISKIES NEED IT

"Swiss Family Robinson" (continued)



A tropical storm breaks with unbridled fury. When lightning strikes their tree home, the family takes shelter in the woods. But their home-made vessel is crushed.



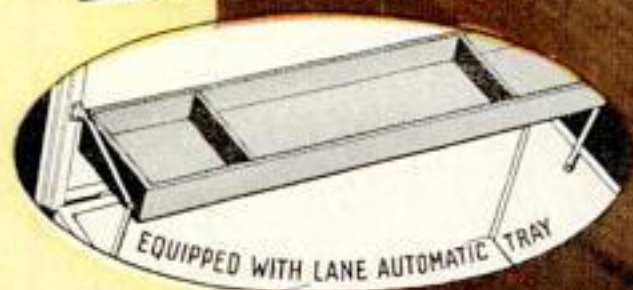
A passing sail is spied off the island by two of the boys. Paddling out to it, they find an English captain, blown off his course, who offers return passage to England.



Farewell is said to the two oldest boys, who go to England in search of wives. Elizabeth, now realizing that she loves William and her island home, remains with him.

A Valentine Gift
that says more than just
"I love you"

To My Valentine
This LANE Hope Chest
is just for you,
To hold your heart
and mine;
Keep it till our dreams
come true,
My sweetest Valentine.



**A BIG
SAVING!**
LANES

VALENTINE SWEETHEART SPECIAL

**ONLY LANE HAS ALL THESE
MOTH PROTECTION FEATURES**

1. The only tested aroma-tight cedar chest in the world. 2. Exclusive aroma-tight features assure guaranteed moth protection. 3. Built of 3/4-inch aromatic red cedar in accordance with U. S. Government recommendations. 4. New waterproof Lane-welded Veneers will not peel. 5. Chemically treated interiors even aroma flow and prevent stickiness. 6. Free moth insurance policy written by one of world's largest insurance companies.

Here's the loveliest of all love gifts
... a valentine that says plainer than
any words that you'll love her forever
... a gift that will hold those treasures
dearest to her heart until that day you
start a home of your own.

To help all sweethearts celebrate

THE GIFT THAT STARTS A HOME!

St. Valentine's Day properly, Lane has specially priced at \$27.95 a regular \$37.50 value. The Sweetheart Special is a glorious modern chest with all the famous exclusive Lane moth protection features. See this supreme value now on display at your Lane dealer's. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels Ltd., Hanover, Ont. Also makers of Virginia Maid Cedar Chests without Lane's exclusive features

While they last!

\$27.95

Due to difference in transportation cost, the price in the West is ... \$29.75
Slightly higher in Canada

To help all sweethearts signalize St. Valentine's Day and to assure steady employment for men, both the manufacturer and dealer are sacrificing profits to make this regular \$37.50 chest available at \$27.95. Lane Valentine Sweetheart Special No. 48-1753 is a big, roomy 48-inch chest with 4-piece diamond-matched Oriental wood center panel, flanked by border of New Guinea Wood. Hand-rubbed and polished American walnut finish.

Your Lane Dealer Has Specially Priced All Lane Models for This Valentine Selling Event

The Ideal Gift for FEBRUARY GRADUATES,
BIRTHDAYS, WEDDINGS, CONFIRMATION

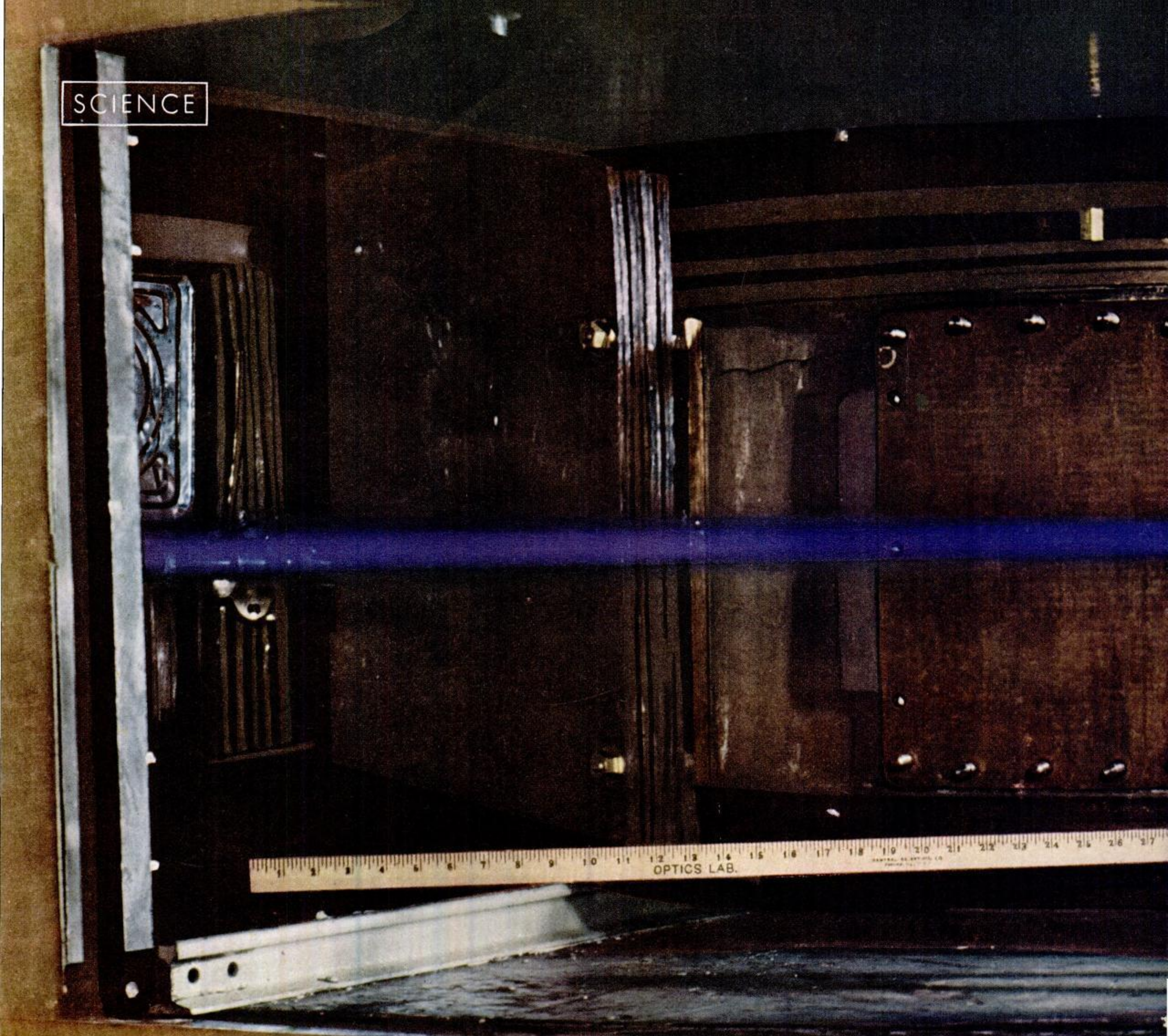
LANE
Cedar HOPE CHEST



Lane Chest No. 44-1737—An 18th-century drawer chest in mahogany or walnut. The two top drawers are simulated.



Lane Chest No. 44-1641—A colonial design in antique maple of unusual beauty. Has Lane Automatic Tray.



THE BEAM OF PURPLE LIGHT IS AIR IONIZED BY FUSILLADE OF SUB-ATOMIC BULLETS FROM CYCLOTRON AT RIGHT. THOUGH THE BEAM ITSELF IS NOT VERY HOT, IT WOULD



NOBEL LAUREATE LAWRENCE IS ONLY 38 YEARS OLD

WITH HIS ATOM-BUSTING CYCLOTRON, LAWRENCE OF

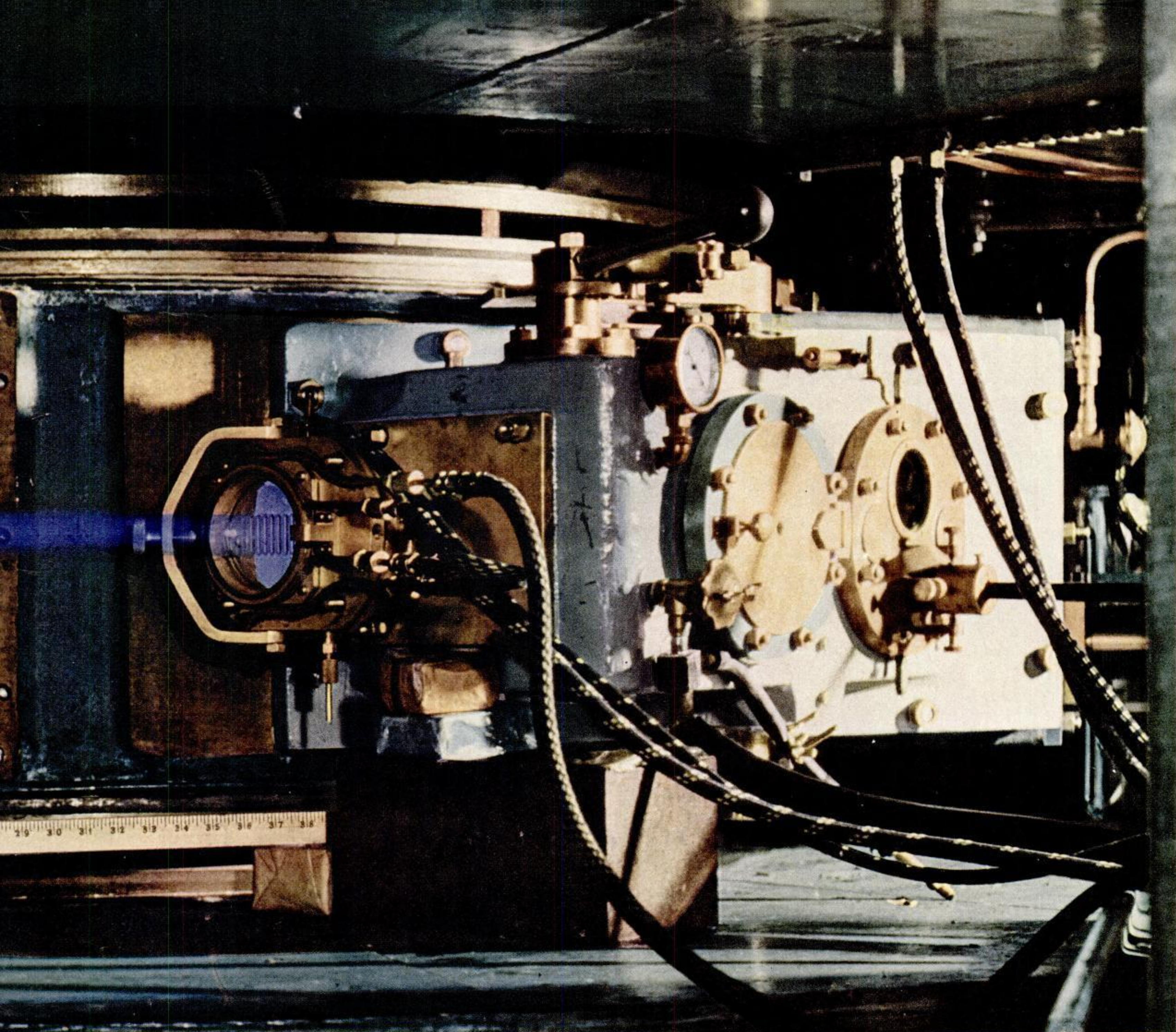
In a big building on the University of California campus at Berkeley stands an enormous Rube Goldberg contraption of steel, copper and aluminum, the biggest cyclotron in the world. It weighs 220 tons and is used to study one of the tiniest units of the physical world, the nucleus of the atom.

The cyclotron was invented by California's Dr. Ernest Orlando Lawrence (left). For its invention and for the work he did with an earlier 60-ton machine, Dr. Lawrence was last fall awarded the Nobel Prize in physics. Not content with his present apparatus, he now hopes for a 4,000-ton cyclotron.

The color photograph above, taken last November after an earlier picture had gone down with the *Athenia*, shows the business end of the cyclotron. A beam of ions shooting from the target window at right center has knocked electrons from air atoms in its path. The purple glow like a neon sign is caused by electrons rejoining atoms. The operation of the

cyclotron is completely silent, but the ion beam is so powerful that it will vaporize metal in a few seconds. In research experiments, water-cooled targets of beryllium or other substances are clamped directly in front of the target window.

The concept of the atom's structure is constantly being revised as new discoveries are made, but for the purposes of description a scientist will paint an allegorical picture like this. If you could magnify an atom 30,000,000,000,000 times, you would have an object about 10 miles in diameter, composed of several concentric rings of electrons around a central nucleus. The electrons would be about the size of hazelnuts and would be negatively charged. The outer rings of electrons are extremely light and almost the entire mass of the atom is concentrated in the nucleus. The nucleus itself would be about the size of a tennis ball, made up of two kinds of particles called protons and neutrons. The number of each de-



BURN YOUR HAND TO A CRISP IN AN INSTANT OR EXPLODE WATER INTO SUPERHEATED STEAM. TO PROTECT OPERATORS, CYCLOTRON IS ENCLOSED IN THICK WATER JACKETS

CALIFORNIA WINS THE NOBEL PRIZE IN PHYSICS

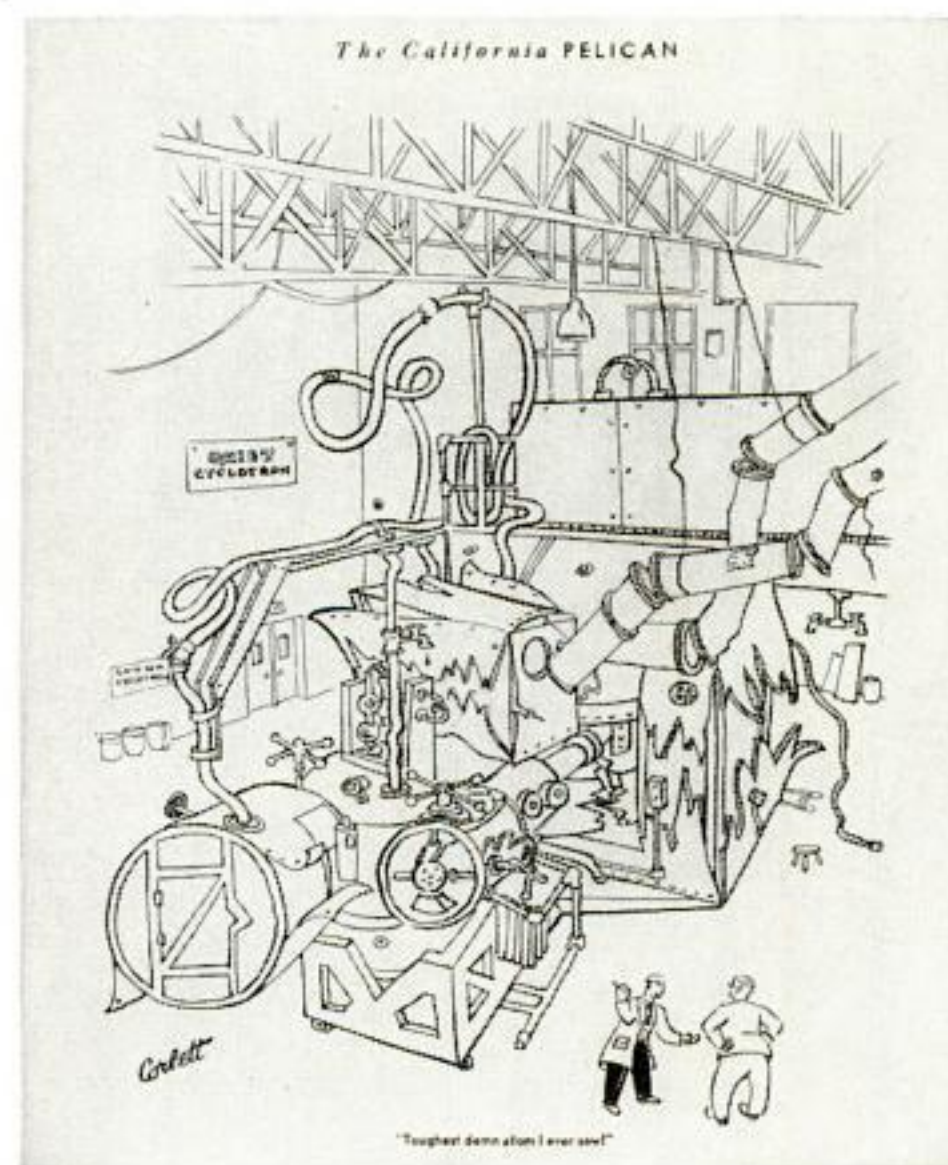
depends upon the substance. The protons have a positive electrical charge, while the neutrons have none.

"Splitting the atom," a favorite dream of the Sunday supplements, has been an accomplished fact for 45 years. What physicists are after today is a different and more difficult kind of atom-splitting, knocking the nucleus itself apart, since all but a fraction of a percent of the world's supply of energy is locked inside.

The cyclotron is the latest and best tool for generating the huge amounts of energy needed to attack the nucleus. Fundamentally it is nothing but a radio transmitter and a magnet. The transmitter, which generates oscillating electric power, increases the speed of particles, usually ions of heavy hydrogen, in its field by giving them intermittent electrical pushes, as a boy hits a hoop to make it roll faster. The magnet holds them in a flat spiral path as they travel outward until they hit the target. Particles

speeded up like this form a beam like that shown in the photograph above. When this beam is directed against a metal target, enough of the particles hit the nuclei in the metal to cause atomic explosions, make them give off neutrons or other radiations. When other substances, in turn, are bombarded with neutrons, new substances are formed, which explode with radioactive violence. These artificially radioactive substances are of great use in biological research.

The Radiation Laboratory at Berkeley is currently a University showpiece. Last fall the *Pelican*, U. of C.'s funny paper, ran the drawing at right showing a badly busted cyclotron where operator remarks: "Toughest damn atom I ever saw!" Meanwhile Dr. Lawrence breaks and builds his atoms and, with his brother, experiments on the possibilities of cyclotron cancer treatment. And meanwhile, in spite of heavy water jackets and other precautions, there is a gentle rain of neutrons on the Berkeley campus.



CARTOON ON WALL OF THE CYCLOTRON LABORATORY



...better switch to *Sky Chief*

—the luxury gasoline that saves you money!

Both you and your motor can forget it's winter... when *SKY CHIEF* goes into your gas tank. For this better gasoline is at its best when the mercury hits the bottom.

Just a touch on the starter and *SKY CHIEF* leaps into action, picks-up with a rush, steps out with a will.

With flight-like smoothness, it rolls up miles, irons down hills. And its luxury performance is often paid for by savings in motor and battery wear.

Whether you choose *SKY CHIEF* for its luxury, economy, or for both... it's the gasoline-buy of the winter, for those who want the best. Try it today.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company

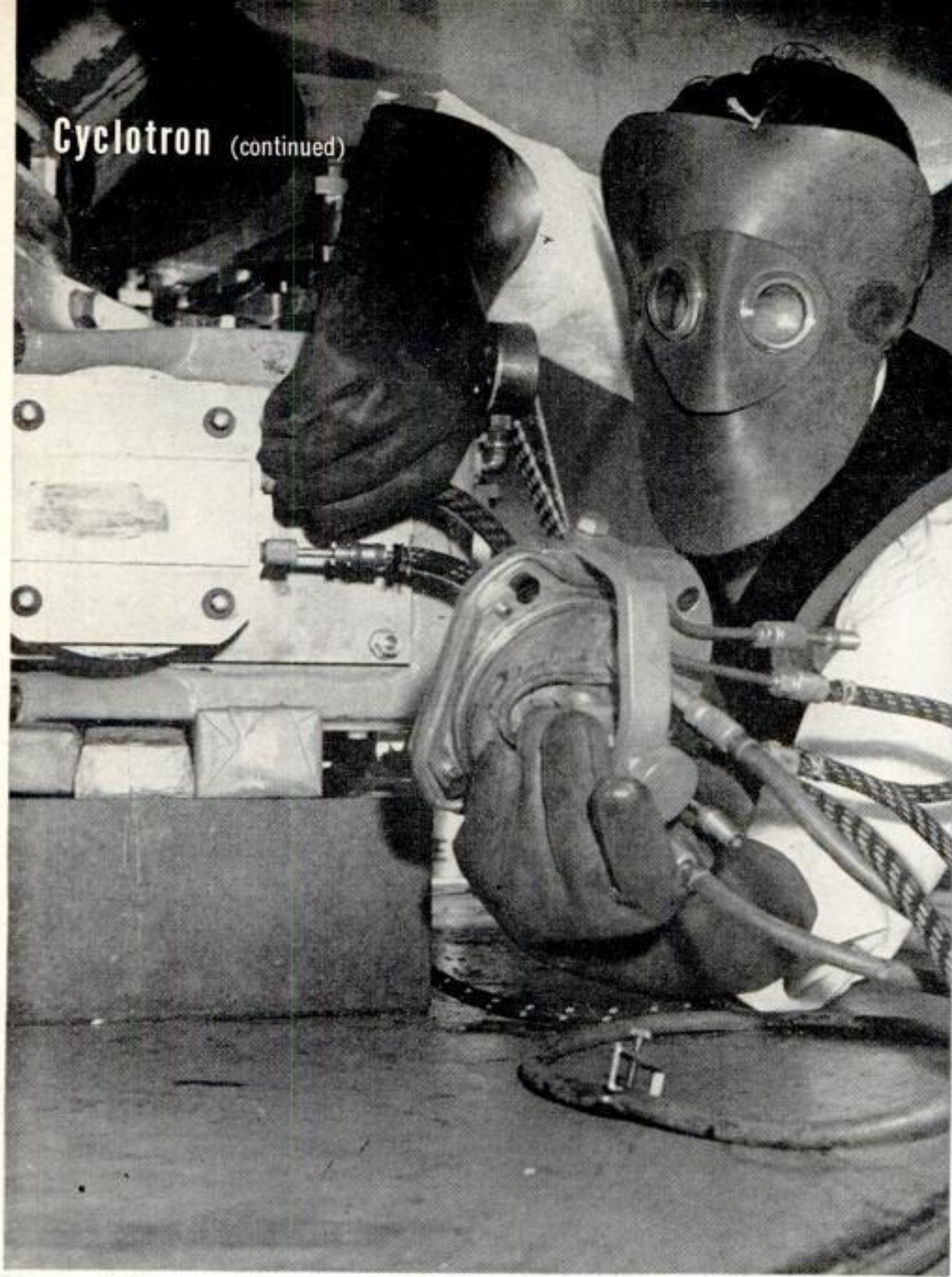
SKY CHIEF sells for about half the price you paid in 1920 for the then regular gasoline, illustrating the continued success of the petroleum industry in providing the public with better products at lower prices.



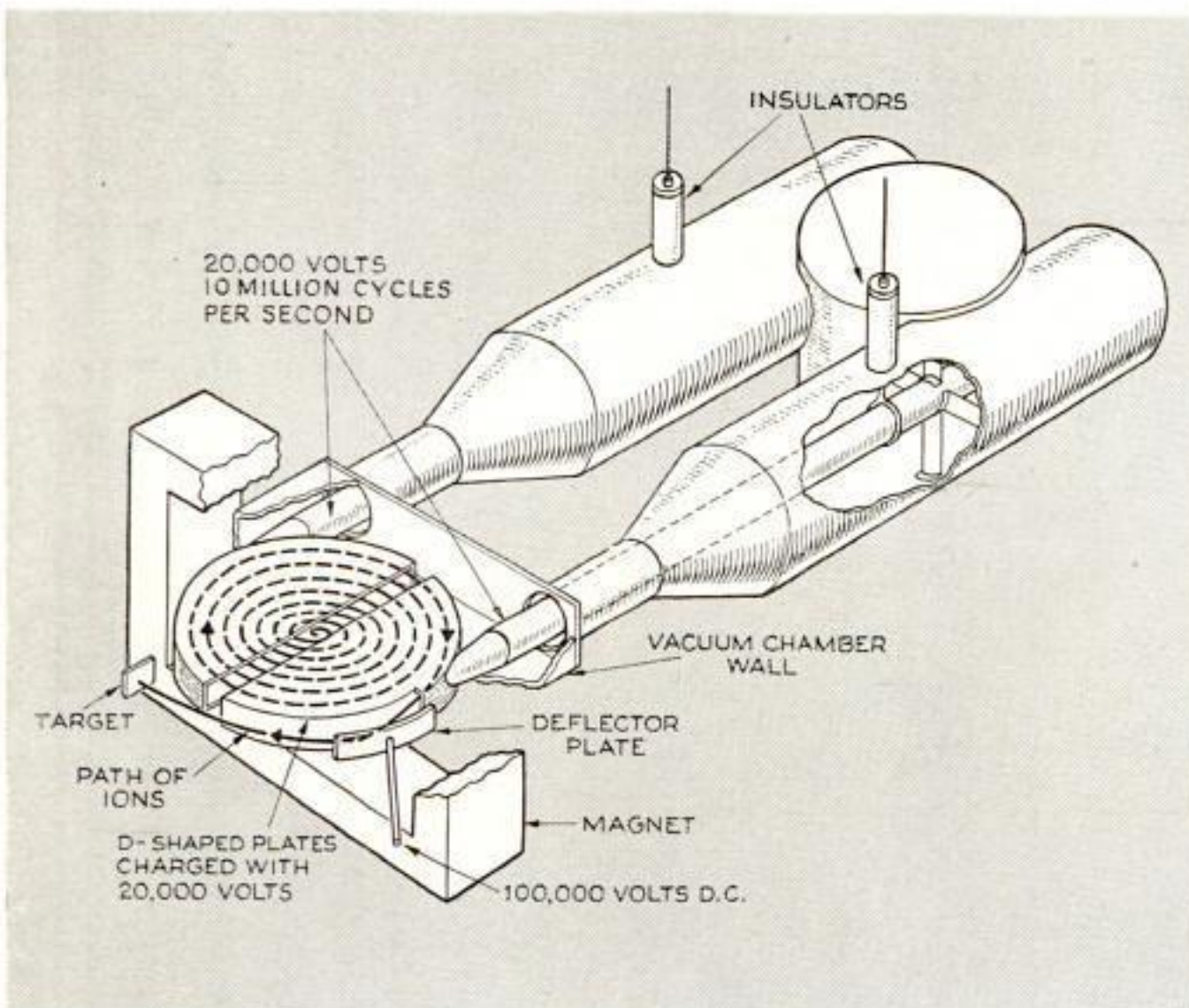
Copyright 1940, by The Texas Company

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 E. S. T., 8:00 C. S. T., 7:00 M. S. T., 6:00 P. S. T.

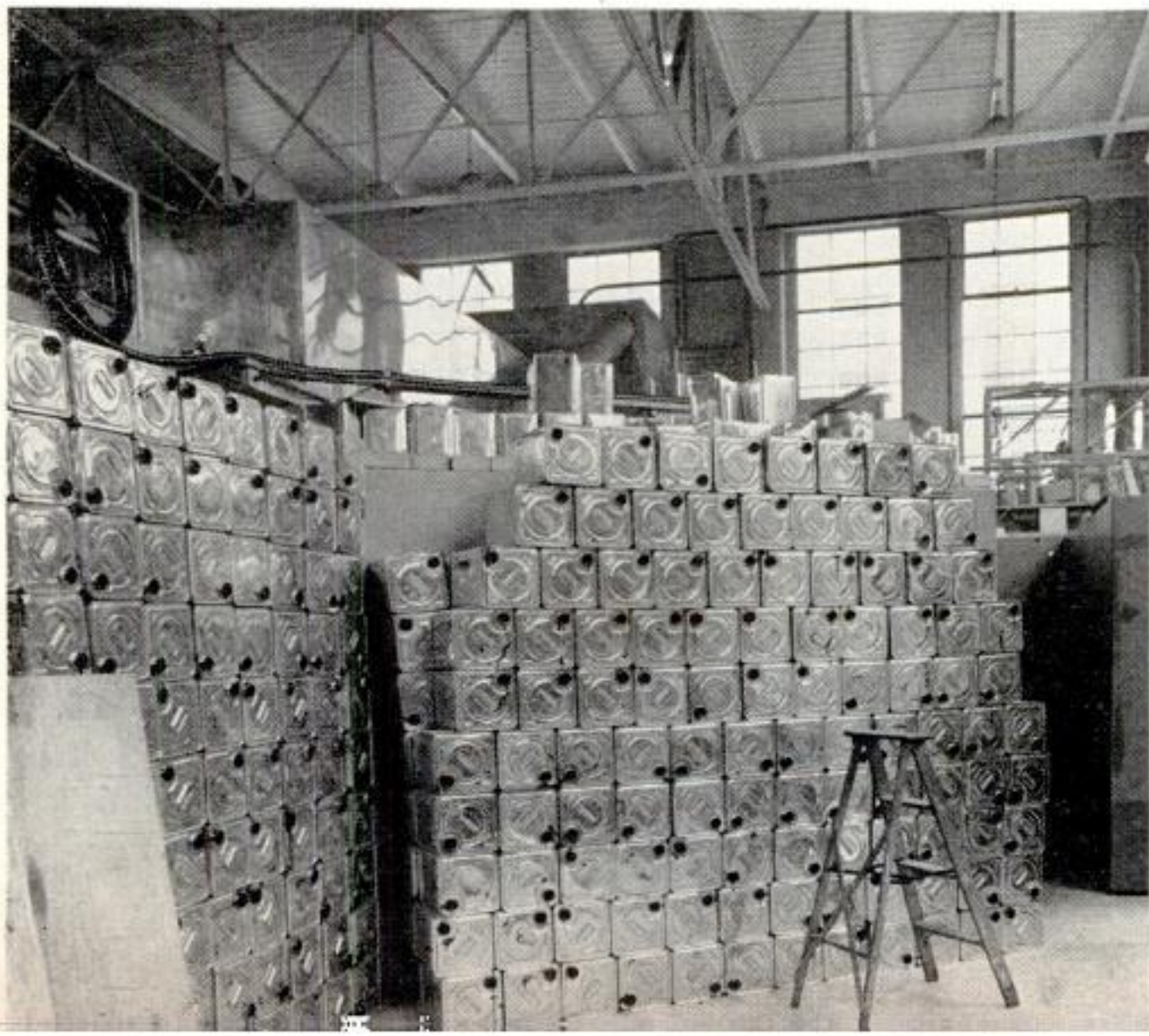
Cyclotron (continued)



Mask and gloves impregnated with lead protect this worker from cyclotron's harmful radiations, as he bolts metal target in place. Once in position, target will be bombarded and become artificially radioactive. Tubes leading to target holder are part of cooling system which keeps target from melting under ion impacts.



Nothing moves in the cyclotron except subatomic particles, as drawing above shows. Within the hollow D-shaped electrodes, ions are speeded up by being kicked time after time by high-frequency alternating voltage. Magnet forces them to follow spiral path indicated. Cans of water (below) jacket cyclotron and impede neutrons.



*New styles scared me
pink till I tried the
"Press and Lift" test!*

WILL you look at what we're expected to wear this year!" I wailed. "I'll look a fright in them! My figure just won't stand these new styles." "What will you give me if I

show you the way to take 10 years off your figure?" Sue asked. "Practically anything!" "You're on!" she said, "you're going to try Spirella's Press and Lift test!"



"Put your hands on your waist, press down hard," said Sue. What an awful, dragged-down feeling! "That's what you get with most corsets," she explained. "They hold your waist in but how you suffer for it!"



"Now lower your hands and lift," she said. What a wonderful relief! I felt *pounds* lighter! "That's what a Spirella does for you," said Sue, "and I'm sending my corsetiere to see you tomorrow!"



I'm saving money with my Spirella because it lasts and keeps its shape far longer than the usual corset.

TALK ABOUT MIRACLES! The corsetiere slipped me into the Patented Spirella Modeling Garments, and presto! the inches slithered off my waist. I could bend freely because the flexible stays shorten and lengthen with every move. What's more, Spirella corsets are designed from the groin line up, so you get natural upward and backward support at all times. Every garment is designed, cut and styled to your individual measurements! I was so thrilled with my new Spirella I thanked Sue with two pounds of candy!

FREE BOOKLET. Try the Press and Lift Test and send for 16-page, illustrated free booklet "The New Art of Figure Grooming." Clip the coupon today!

Spirella, Dept. F-5
Niagara Falls, N. Y.
(Canadian Factory: Niagara Falls, Ont.)

Please send me your free illustrated booklet, "The New Art of Figure Grooming" without obligation.

Name _____
Street _____
City _____ State _____

OPPORTUNITY FOR AMBITIOUS WOMEN 30 TO 45. Build up permanent profitable Spirella business of your own. Check here for details ☐

LOOK BETTER WITH
Spirella
FEEL BETTER, TOO!

ILLUSTRATIONS FOR A NEW "ANNA KARENINA" TELL STORY OF TOLSTOY'S TRAGIC HEROINE



PHILIP REISMAN

The picture of Anna Karenina that most Americans have in their minds is one of the noble, Nordic heroine that Greta Garbo portrayed in her cinema version of Tolstoy's great novel. But in *Anna Karenina* as Russia's literary master wrote it, Anna was a somewhat different person. She was dark and vivacious, more willful and less heroic than Garbo. In her latest re-creation, Anna Karenina emerges as this more womanly figure. On these pages are drawings by Philip Reisman from Random House's new edition of *Anna Karenina* (two vol., \$5). Mr. Reisman's work hangs in New York's Metropolitan Museum of Art and Museum of Modern

Art. Here, his illustrations give the outline of Tolstoy's long masterpiece.

Anna Karenina is the greatest of Tolstoy's heroines. A good wife married to a dull government official, she is swept away by her love for Vronsky, a handsome and honorable aristocrat who gives up career and friends for Anna. Their passion flares against the background of the hard and hypocritical Russian society of the 1870's. Its scornful ostracism sends Anna to her doom after a final tragedy of errors.

Counterplot to this ill-starred love is the happy romance of Levin and Kitty. This story is almost pure autobiography for, in Levin, Tolstoy described himself—a big, brooding Russian, always worrying about the problems of the Russian peasant and of his own use in the world. In a strange way, Anna's death foreshadowed Tolstoy's. He died, in 1910, in a railroad station.



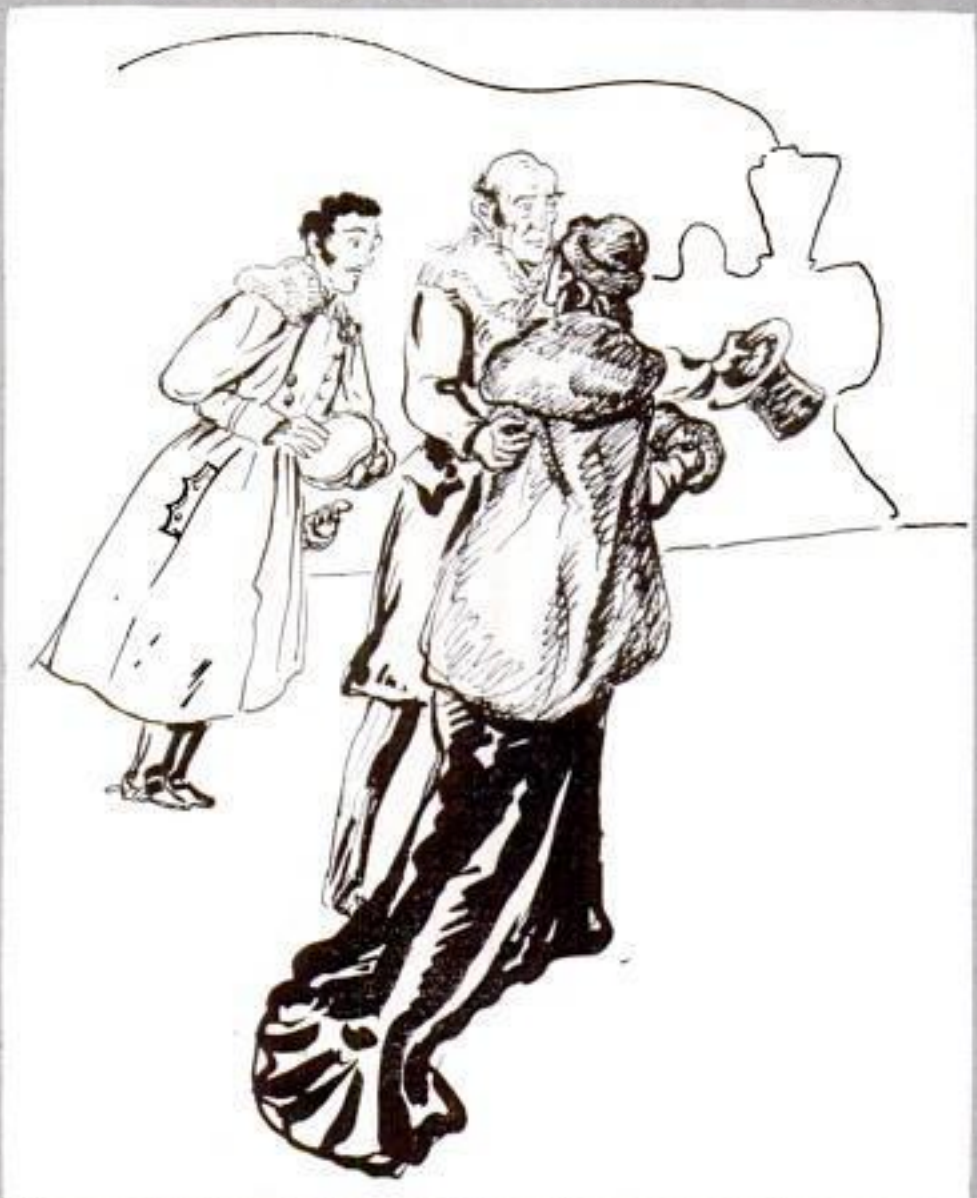
HERE COUNT LEO TOLSTOY SITS IN STUDY OF HOUSE IN WHICH HE WROTE "ANNA KARENINA"



At the Moscow railroad station, Vronsky meets his mother, who has traveled on the same train with Anna Karenina. As the train backs out, a railroad guard falls to death under the wheels.



Having met and admired Anna at the railroad station, Vronsky seeks her out at a ball. Above sits Anna, dark and very attractive. Vronsky dances the all-important Mazurka with her.



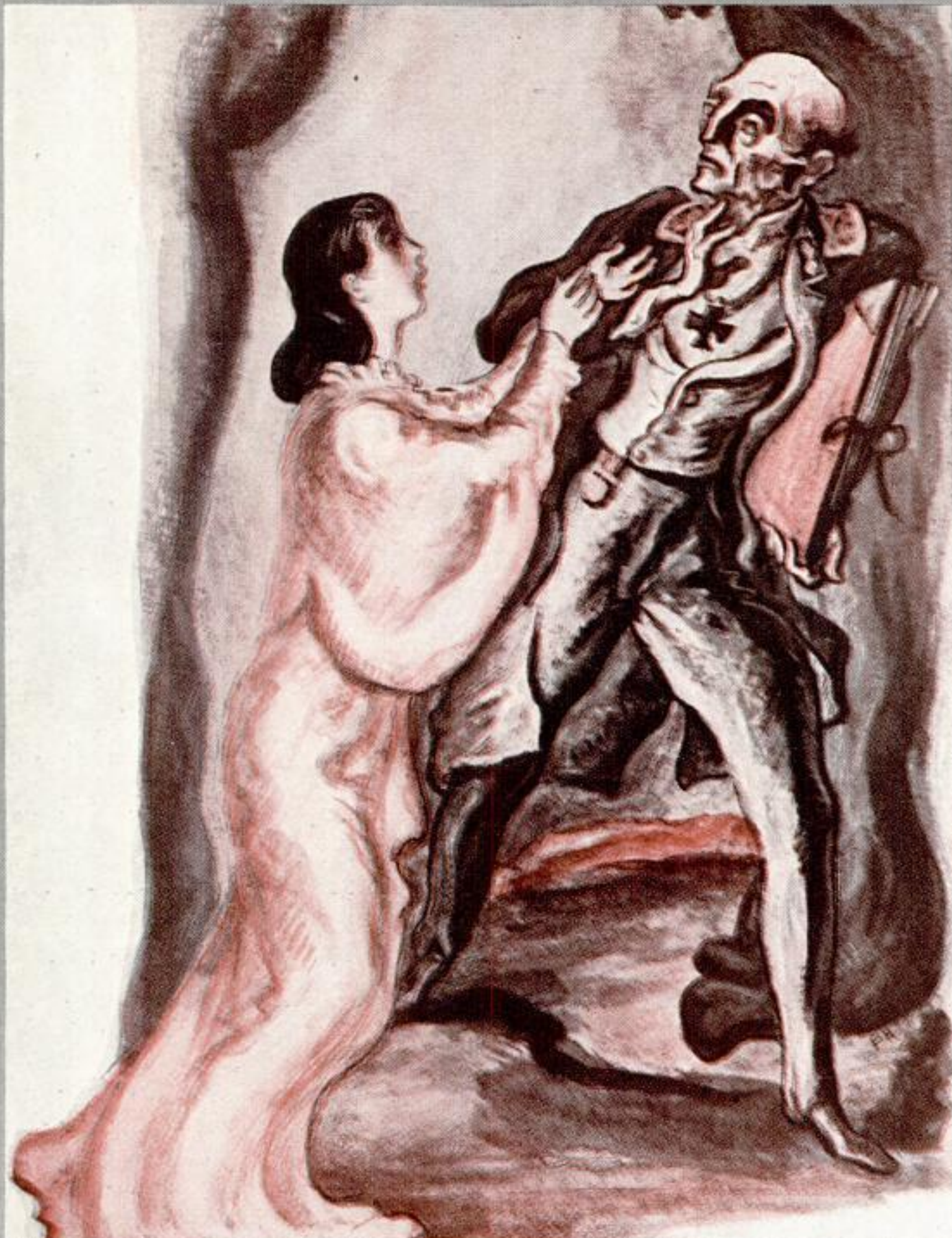
When she goes back home to St. Petersburg, Anna finds the infatuated Vronsky on her train. He stands adoringly by as she is greeted by husband, seeks out her company in the capital.



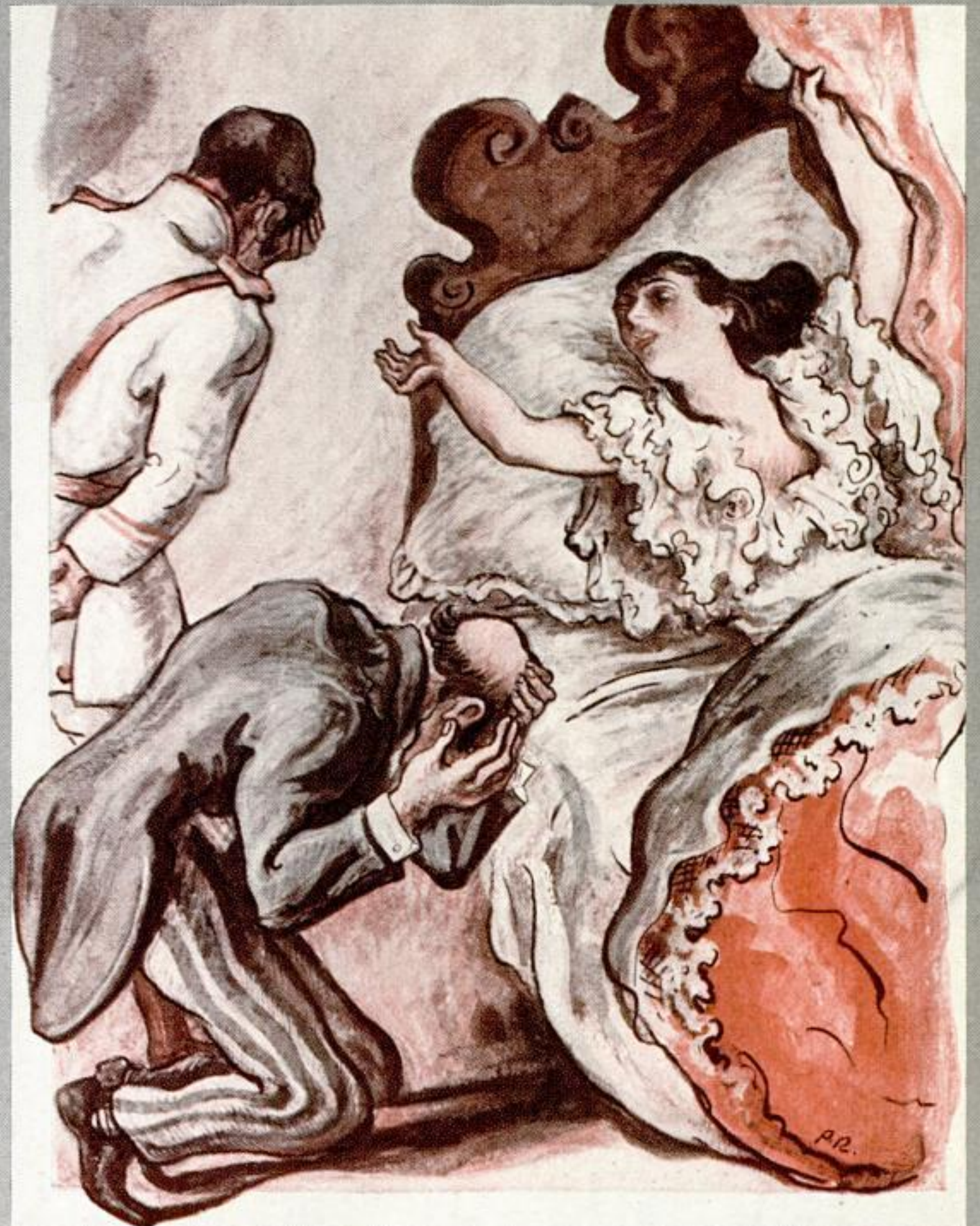
When Vronsky met Anna, he lost all interest in Kitty, whose sister was the wife of Anna's brother. Expecting an offer from Vronsky, Kitty rejected a proposal from Levin. Now, having neither the man she wants nor the man who wants her, Kitty weeps bitterly in her sister's lap.



Vronsky wins Anna, who becomes his mistress. One day, she greets her lover with the news that she is with child. Vronsky wants her to leave her husband but Anna fears that she will lose the love of their son, and puts off the decision hoping that somehow everything will turn out all right.



Anna's husband suffers his disgrace in silence. But one evening, as he leaves his house, he encounters Vronsky coming to call on Anna. Enraged, Karenin storms into Anna's room next morning, seizes her love letters, threatens her with divorce. Anna informs him that she is pregnant.



After bearing Vronsky's child, Anna lies deathly sick of puerperal fever. Doctors despair of her life. Anna sends for Karenin, who had not divorced her, feverishly begs him to forgive her and her lover. Overcome with Christian goodness, Karenin kneels beside her bed and forgives them.

"Anna Karenina" (continued)



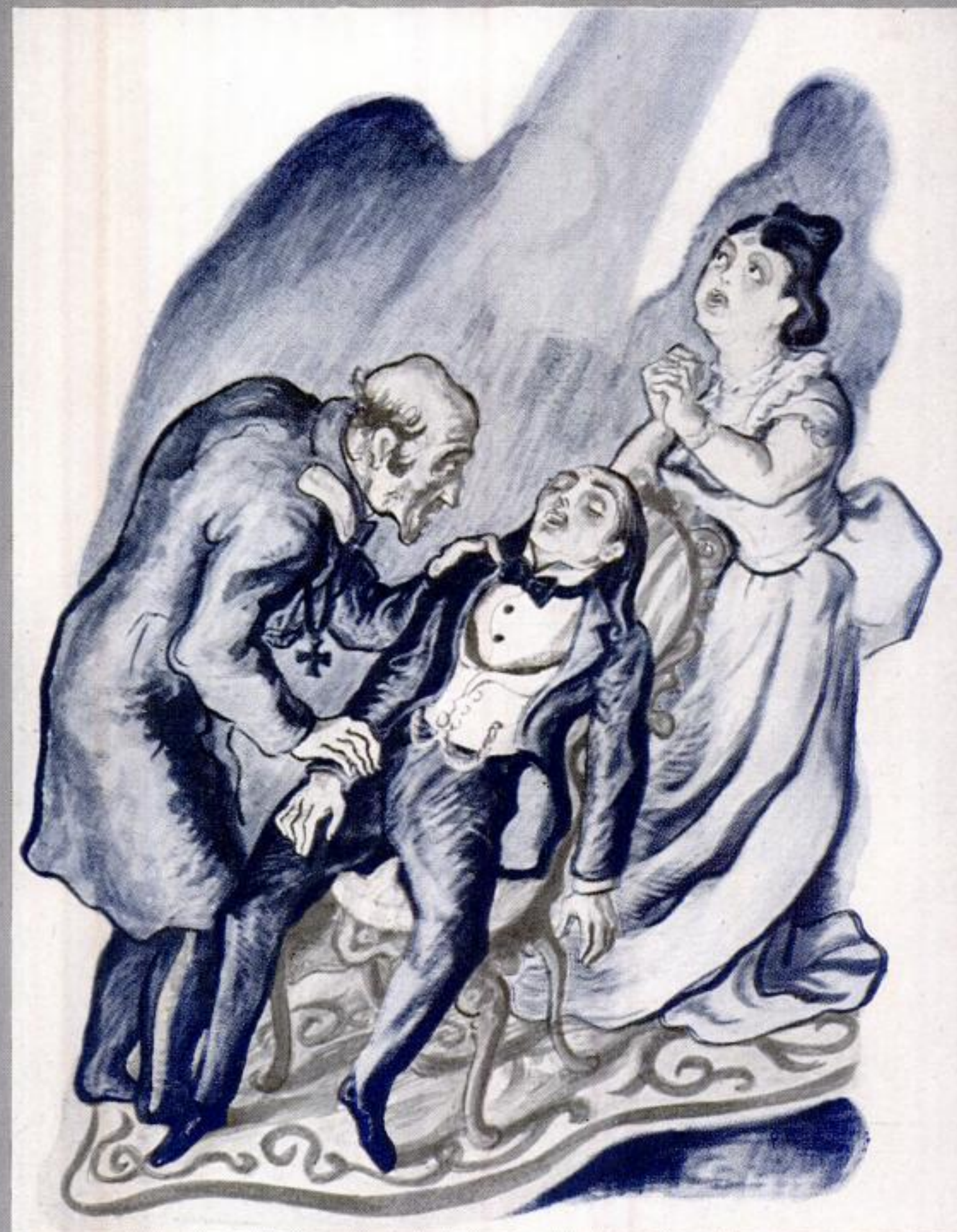
Kitty had gone into a decline after being spurned by Vronsky and had been abroad to recover. Returning to Russia, she meets Levin, who still loves her. He proposes again and this time Kitty gladly accepts him. They are married with elaborate rich ceremony of the Eastern Church.



Anna recovers miraculously from her illness, and leaves on a trip to Italy with Vronsky. When they return to St. Petersburg, Anna goes to the opera and is publicly snubbed. She quarrels with Vronsky, who swears that he loves her but who finds himself resenting Anna's jealous possessiveness.



As Anna, who is loving but unwise, continues her jealous reproaches and demands, Vronsky grows restive. After he expresses his vexation, poor Anna finally realizes that she is driving him from her. She decides to ask for a divorce even though it means giving up her son to Karenin.



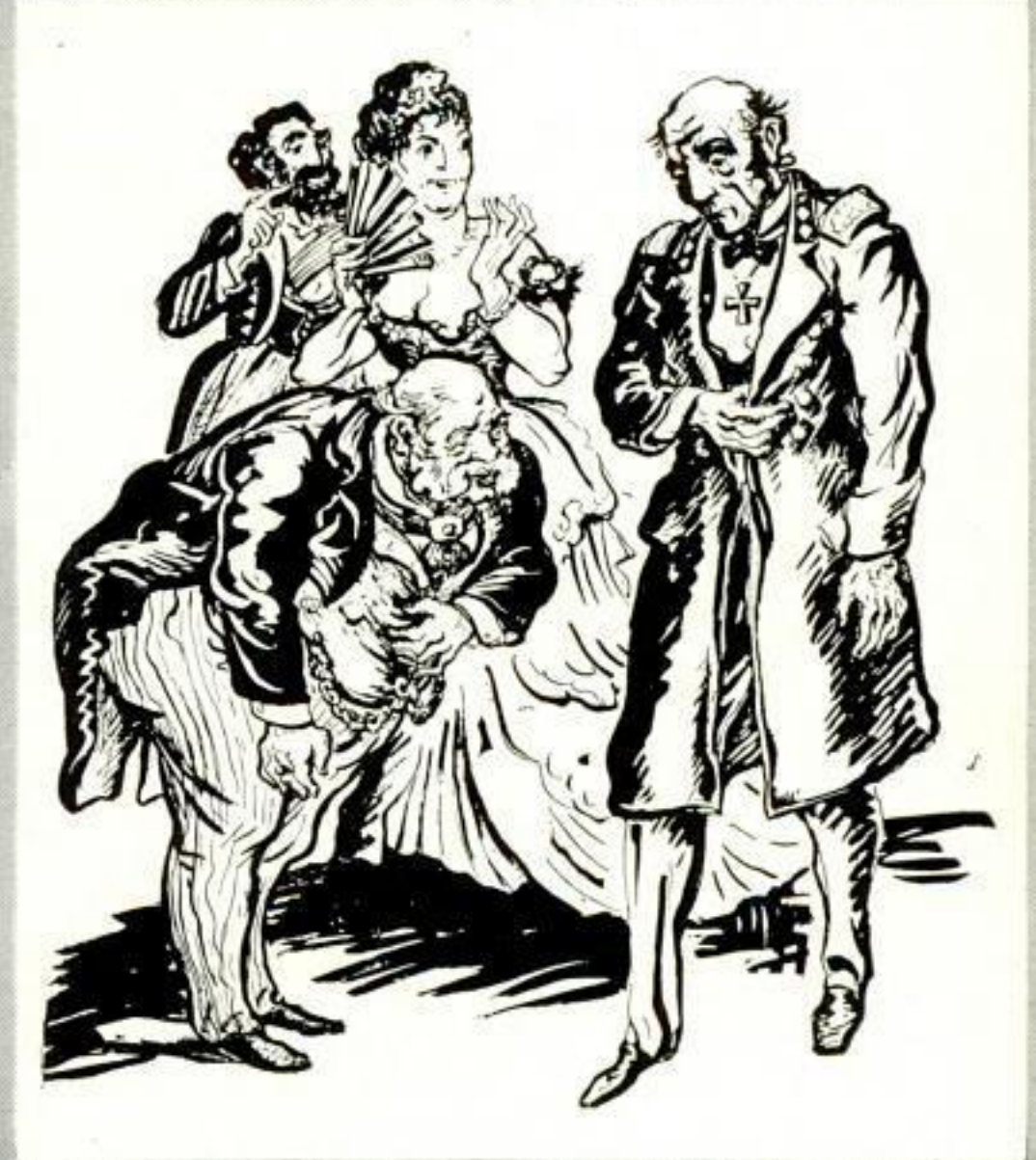
Pressed for a divorce, Karenin finally girds himself to take the necessary steps. Before he does, he decides to ask the advice of a French clairvoyant, currently the pet of St. Petersburg. The clairvoyant goes into a trance in a chair and advises Karenin against giving Anna her freedom.



After having been forgiven by Karenin at Anna's sickbed, Vronsky is so humiliated by the noble action of the man he has injured that he goes home, shoots himself. A servant rushes in, finds Vronsky on the floor with a bullet in his chest.



In Italy, where Vronsky recovers from his bullet wound and Anna from her illness, Vronsky gets bored and tries his hand at painting.



Meanwhile, Anna's husband immerses himself in his government work and is awarded high Imperial honor. People congratulate him. But he knows that they also scoff at him for his wife's unfaithfulness.



Anna's great sadness is that she cannot see her beloved son. When her husband steadfastly refuses to let her visit her child, she goes secretly to the nursery to see him on his birthday.



The married life of Levin and Kitty has settled into happiness. Kitty's regard for her sensitive, melancholy husband grows deeper. He adores his young wife. When they have been married a year, she bears a son.



Vronsky and Anna, living openly together, settle in the country. Anna plays tennis with the few friends who will visit them. Vronsky becomes a serious gentleman farmer.



In town for the provincial elections, Vronsky is angered by a note from Anna urging him to come right back home to her. Many quarrels follow.



Matters grow worse. Vronsky is away. There is a mix-up over messages. At a railroad station, the half-dazed Anna remembers the accident the day she met Vronsky. She throws herself under the wheels of the train.



Broken by Anna's suicide, Vronsky cannot be consoled by his friends. Having given up his career as a soldier for Anna, he resumes it now, recruits a company of men to go off and help the Serbs fight the Turks.

Scarlett O'Hara

from frock to finger-tips!

Here is the glorious new nail polish shade—**SCARLETT O'HARA NIGHT**—suggested by La Cross for the Scarlett O'Hara dress!

Dangerous . . . beautiful . . . in a red to catch your breath, this new Scarlett O'Hara nail make-up adds a flame of beauty to the Scarlett O'Hara gown, and to all your romance-sparkling evening frocks. Other Scarlett O'Hara shades, created to bring Scarlett glamour to frocks all day long, are: Morning, pink as a blush, a heart-breaker with pastel wools; and Noon, a flirtation-shade, to wear with feather hats and panier skirts. See the Scarlett Trio today—Morning, Noon and Night! Like all La Cross polishes, they wear—and wear! At finer shops and department stores. . . . Fifty cents a bottle.

Scarlett O'Hara gown from Davison-Paxon, Atlanta. Hair style by Ivan, Fifth Avenue, New York. Nail Polish by La Cross.



DO AS YOUR BEAUTY SHOP DOES! Manicurists prefer La Cross implements, advise them for home-grooming. American-made of finest steel, they lend you a professional skill between manicures. Used by leading shops for over thirty years.



AND HOME-WORK FOR HANDS! Keep your fingers lovely between manicures with this Scarlett O'Hara set, the Carpet Bag. Packed with hand-beauty aids for your use at home (including two new Scarlett O'Hara polish-shades) . . . \$3.50



ARE YOUR NAILS BRITTLE? . . . Use the La Cross Glycerated ★ products so gentle to brittle nails! And keep a hand-beauty shelf of La Cross creams and lotions to help keep your hands fresh and soft between manicures. ★ Reg. U. S. Pat. Off.—No Acetone



MODERN LIVING



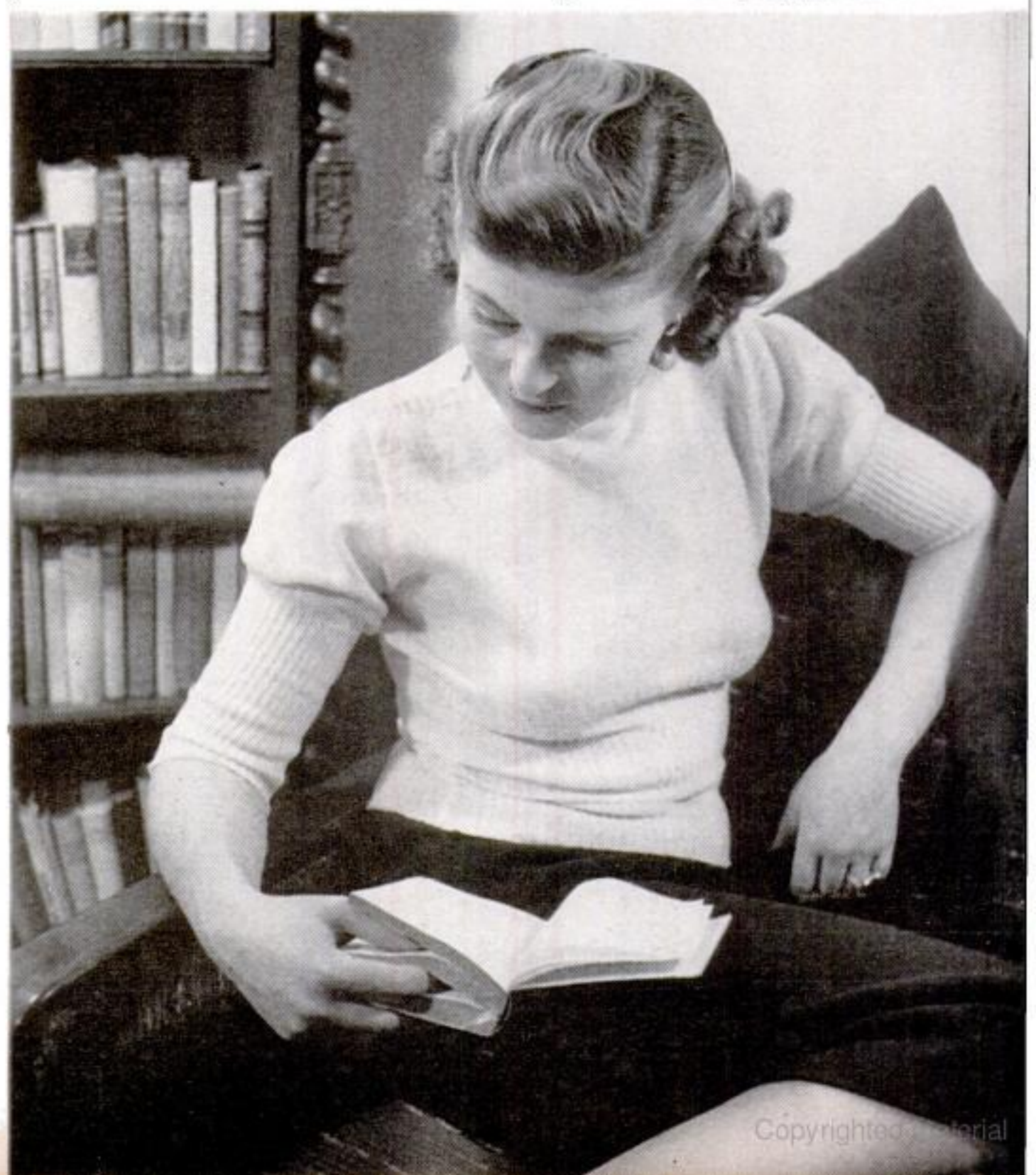
TYPICAL OF THE ACTIVITY IN BRASSIERE MANUFACTURERS' SHOWROOMS IS THIS

UPPING OF BOSOM LINE INCREASES

Fortnight ago the great industry concerned with the uplifting of women's busts held its semi-annual style shows. Hundreds of buyers spent days in New York showrooms viewing bosoms of all sizes and shapes. When the samplings were over, buyers were more than ever convinced that if any woman in the United States has a droopy-bosom look, when dressed, the fault lies not with the manufacturers of brassieres and bandeaux.

Estimates are that almost 50,000,000 brassieres were sold in the U. S. last year. This staggering total is due to the fact that for the past ten years fashion has been gradually raising the bosom level. In the post-War period, when the boyish form was

Without support, even this well-shaped girl does not look well in a sweater. Most girls would look even worse. Sweaters and slinky dresses usually require a brassiere.





SCENE TAKEN DURING THE RECENT DISPLAY OF MAIDEN FORM'S NEW MODELS

BRASSIERE SALES TO 50,000,000

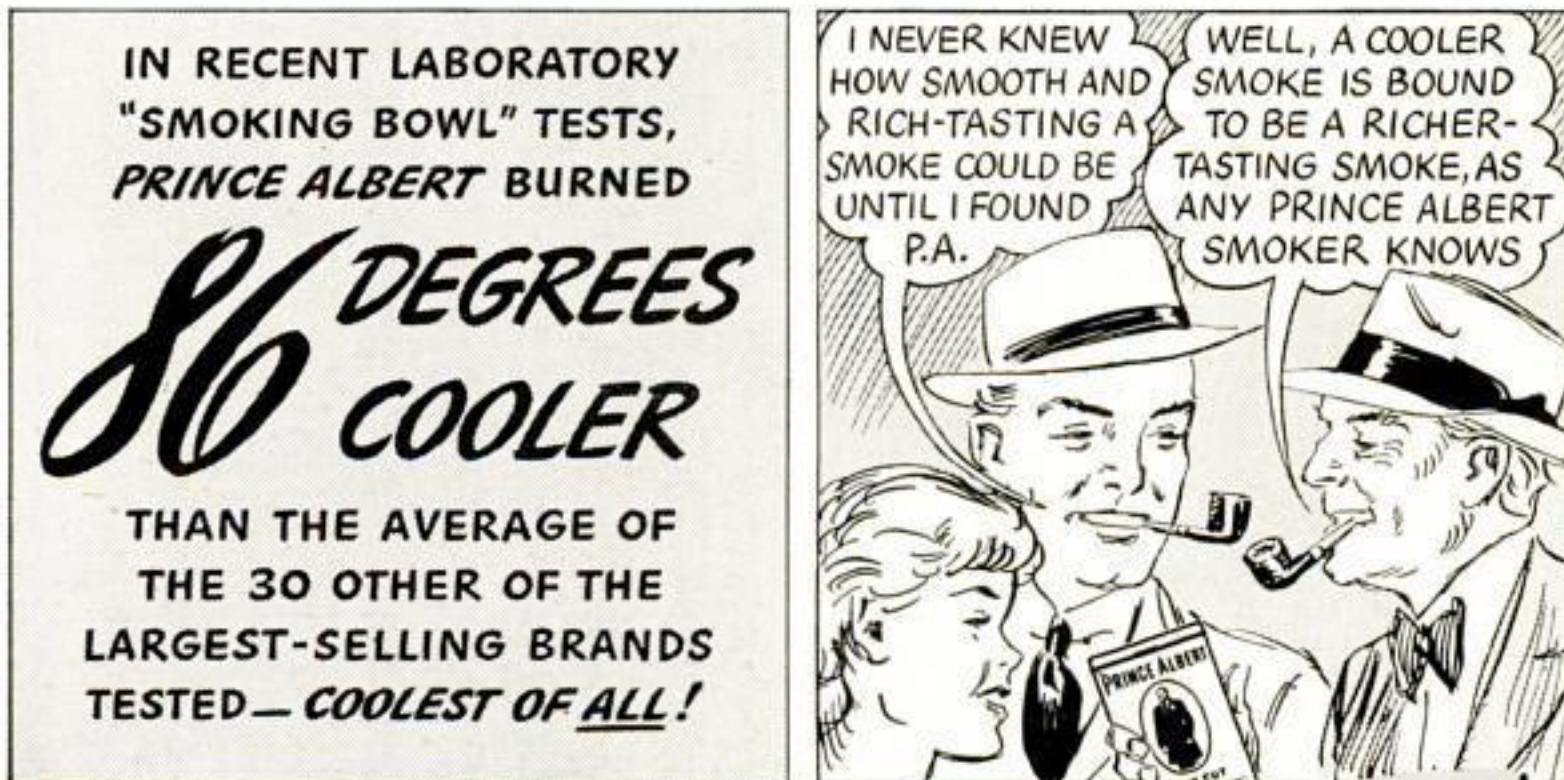
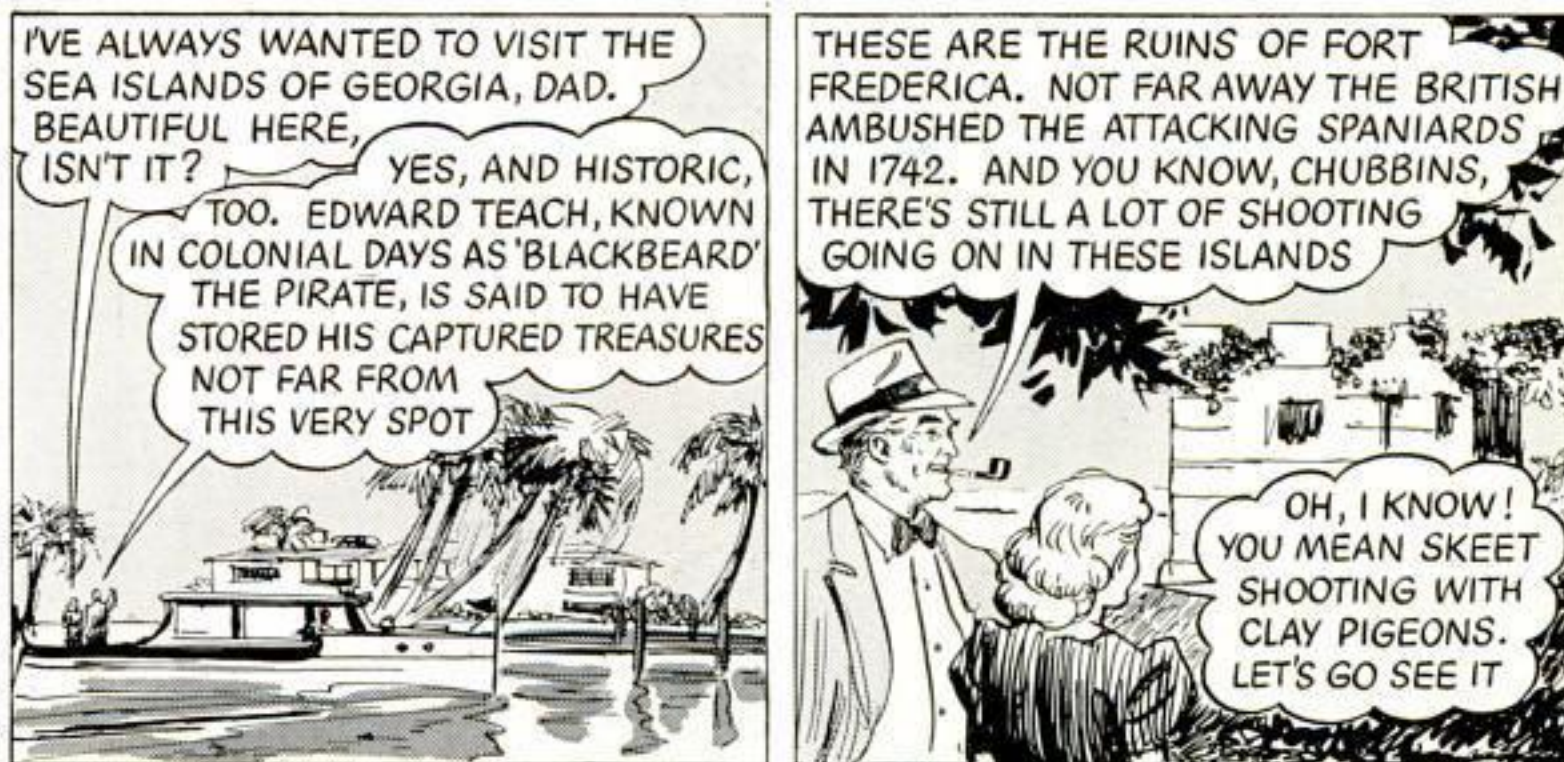
in vogue, brassieres were mostly tight bands designed to produce flat chests. Because they pressed on delicate tissues, many of the garments were harmful. Gradually as curves became fashionable, the constricting type of brassiere was abandoned and the designing of figure-molding and supporting brassieres became important. Manufacturers conferred with sculptors and physicians. In the 1940 models they have surpassed themselves. With cups, straps, undersupports, center separations, lacings, gussets, forks, nips and darts available in infinite combinations and variations, the industry feels it has done a thorough uplifting job. For details on brassiere construction and fit, turn the page.

With support, the fit of the sweater is improved. For sports clothes, stylists advise types of bras or bandeaux which give a modified uplift and a trim bosom line.



CONTINUED ON NEXT PAGE

OL' JUDGE ROBBINS



Copyright, 1940, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



PRINCE ALBERT THE NATIONAL JOY SMOKE



This "daring young man"
knows something you
should know about
COFFEE

MAYBE you've noticed that circus performers are great coffee drinkers. No wonder!

For coffee relieves nervous tension. Makes for better mental and muscular coordination. Puts new life and spring in tired bodies—banishes the very cause of fatigue.

And although coffee is a delightful waker-upper, it won't *keep* you awake if you're like 97 out of 100 people.*

IS THERE A COFFEE FESTIVAL IN YOUR TOWN?

Leading department stores are featuring, during February and March, the latest in coffee-brewing devices and demonstrating the best methods of brewing coffee. You'll find it interesting.

DON'T MISS IT!



REMEMBER THIS: To make good coffee, use enough—a heaping tablespoonful to each cup.

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world
BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA

For coffee's stimulation lasts only two hours. So you can enjoy your coffee in the evening and enjoy a good night's rest too. It's just a matter of timing. Try it and see.

*Medical authority on request.

PAN AMERICAN COFFEE BUREAU, NEW YORK CITY

RIGHT or WRONG?

Can you score 100% in this 1-minute Coffee Quiz?

COFFEE AIDS DIGESTION

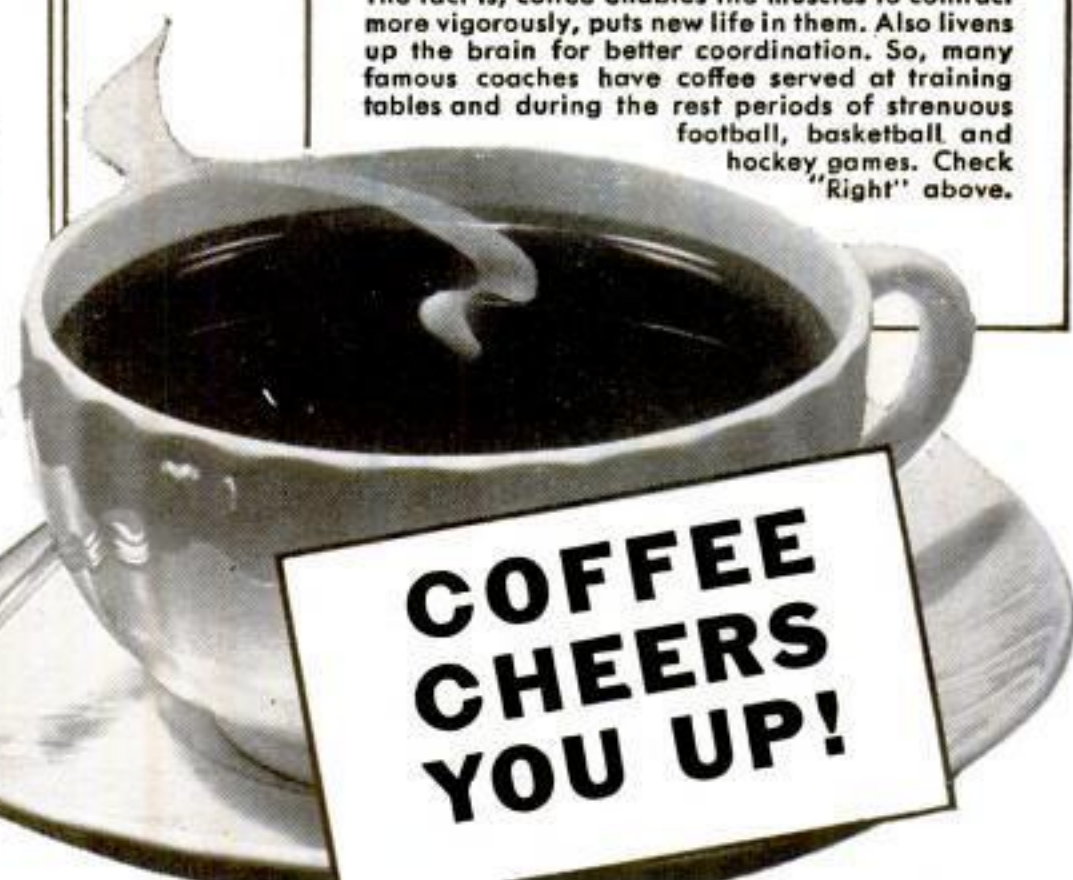
Right? ☐ Wrong? ☐

According to medical authorities, coffee is a definite aid to digestion. Indigestion is caused by the heavy meals we eat and the speed at which we often eat them. In such cases, hot coffee, taken after such meals, is most helpful. Check "Right" above.

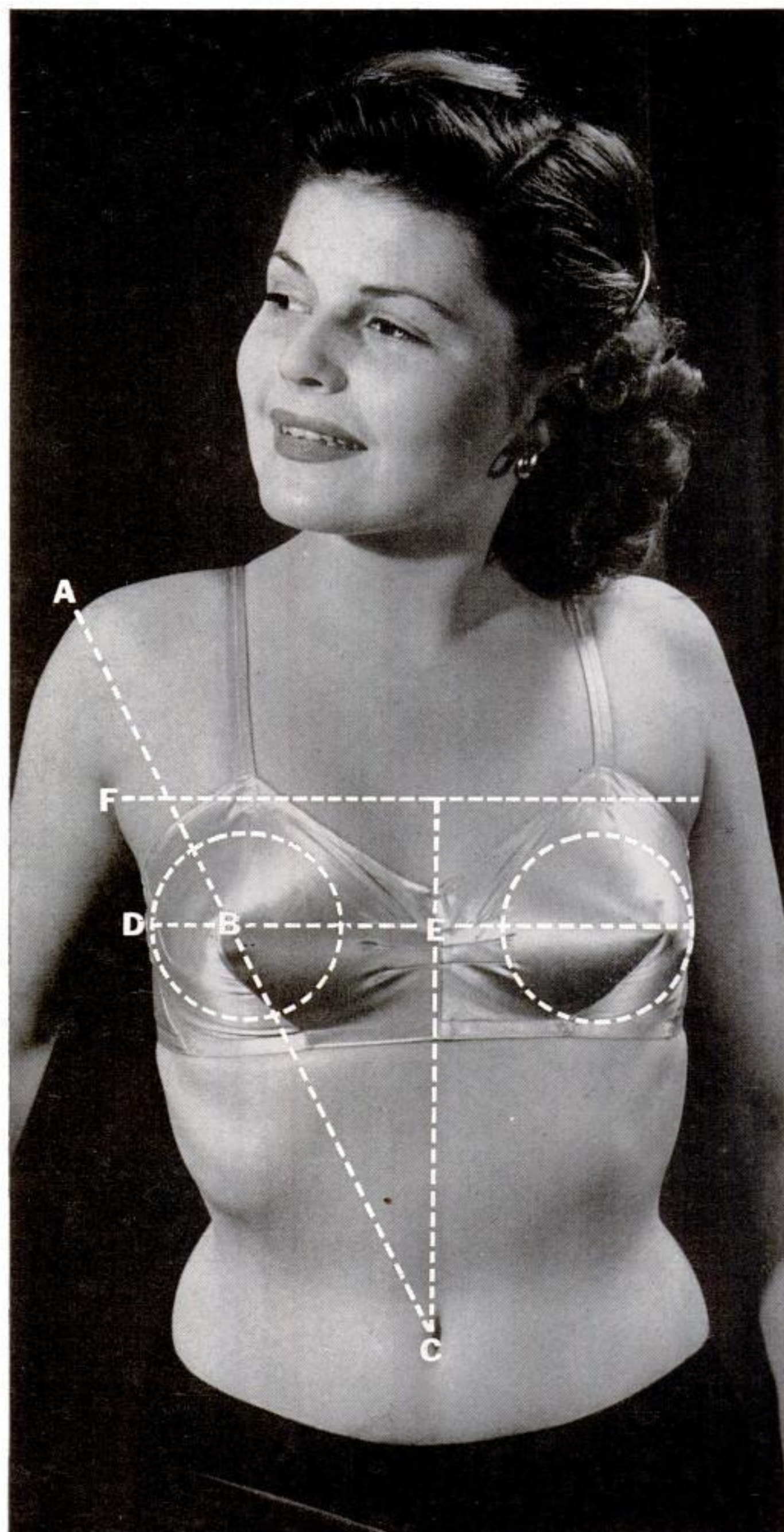
COFFEE IS SERVED TO ATHLETES

Right? ☐ Wrong? ☐

The fact is, coffee enables the muscles to contract more vigorously, puts new life in them. Also livens up the brain for better coordination. So, many famous coaches have coffee served at training tables and during the rest periods of strenuous football, basketball and hockey games. Check "Right" above.



Brassieres (continued)



EVEN WHEN INHALING AND WITH SHOULDERS BACK, BRA SHOULD NOT BIND

Points to be considered in selecting a garment for the support of the bosom

The diagram above shows the points to be considered in fitting a bandeau or brassiere to attain what present fashion considers the ideal bust position. This garment is a bandeau because it ends just below the breasts. A brassiere is a garment that goes down over the diaphragm. In a correctly fitting garment, a line drawn from A (*outer aspect of shoulder*) to C should pass through point B. Distance between D and B should be about one-third of distance between B and E. Point B should be about four fingers below F, or the axillary fold. Point B should be in the exact center of a circle formed by carrying the arc at the bottom of the breast into a complete circle.

Because women's breasts vary according to size (full, medium, slight), consistency (firm, soft, flabby) and shape (bowl-shaped, hemispherical, conical, elongated), manufacturers make their models in dozens of variations. According to them, any normal woman who takes the time to be fitted by a trained salesgirl can now buy a bra which will: 1) have cups or pockets correct size; 2) give support from below with no shoulder drag; 3) not bind or constrict; 4) fit smoothly at back and underarms without bulging.

NO, YOU DON'T NEED OODLES OF MONEY TO HAVE EXPENSIVE-LOOKING RUGS



Married on \$40 a Week—But they feel like millionaires underfoot. The beautiful clear colors and springy texture of their new Cochrane rug really make the room. Pattern illustrated is Glenfield Axminster No. 4747-3.

Furniture by James McCreery & Co., New York City



Boys Like a Pretty Face—Daughter growing up—young folks coming to the house. A rug with a pretty face, such as this gay, new Cochrane pattern, helps to make home popular. Pattern illustrated is Marlston Wilton No. 1539-11.



Moving up in the World—A new home—a new community—new friends to make. The living room will win plenty of admiring glances, too—thanks to its lovely Cochrane rug. Pattern illustrated is Redfield Axminster No. 1457-8.

Look for these Smart Clear-Color Cochrane Rugs . . . with all-wool face **DURING FEBRUARY FURNITURE SALES**

February brings you a grand opportunity to add sparkling new beauty to your home. All over the country leading furniture and department stores are showing a glamorous array of newly created Cochrane rugs that look expensive . . . feel expensive . . . yet are priced so modestly you scarcely believe your ears. The right kind of surprise for your husband.

✓ ✓ ✓

Cochrane rugs are famous for their lovely clear colors and the long time they stay new-looking. Every one has an all-wool face . . . And the new colors and designs are especially styled to harmonize correctly with present-day drapery and upholstery fabrics. Think how this simplifies your decorative problems!

✓ ✓ ✓

To assure correct fit as well as correct style, Cochrane Room-Size Rugs are available in up to twenty-one sizes. Most stores offer pay-out-of-income plans, too.

Clear Color
COCHRANE
Carpets & Rugs



• **FREE** •

Illustrated booklet on home interiors by Miss Rose Mary Fisk, formerly Associate Editor of House & Garden, telling "what goes with what" both by colors and periods. Just mail post card.

CHARLES P. COCHRANE CO.
Manufacturers of High Grade
Carpets and Rugs
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First in Quality - First in Reputation - First in Popularity

HEAD OF THE BOURBON FAMILY

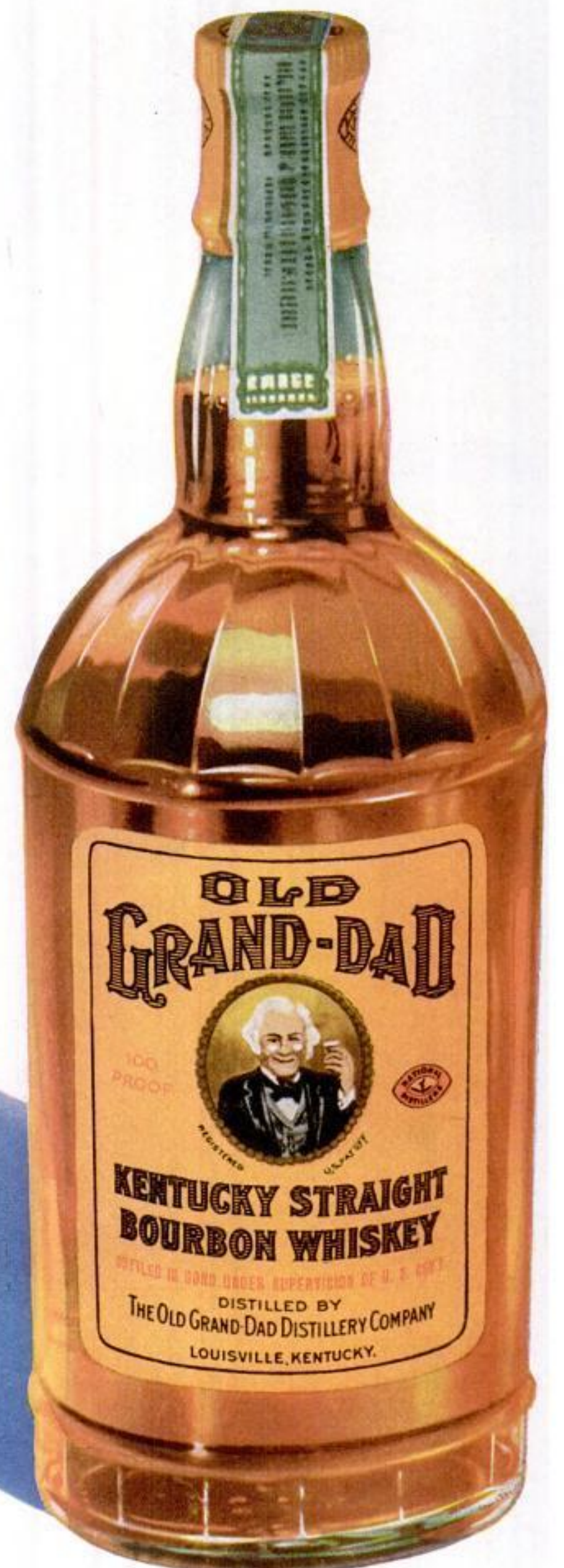
Generations ago when even the great names among American whiskey brands were new, Old Grand-Dad won praise for its quality and good taste.

As the word spread, this rich, mellow whiskey built up a reputation unsurpassed by any other bourbon.

Today, the wide popularity of Old Grand-Dad has earned it the title —*Head of the Bourbon Family*.

And today, Old Grand-Dad's good taste, ripe smoothness and deep satisfaction are yours at little more than you're asked to pay for many a whiskey of uncertain quality and unrecognized name.

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The largest selling U.S. Bottled in Bond
KENTUCKY STRAIGHT BOURBON WHISKEY
in all the World



OSCAR LEVANT COMPOSES A SCORE AT THE PIANO, TRYING OUT CHORDS HE HAS WRITTEN DOWN. THE BOTTLE OF WHISKY IS FOR FRIENDS. OSCAR HIMSELF DOESN'T DRINK



"An epic in bloat" is what Levant calls his face. He leads a nocturnal life, gets so little sunshine that his face takes on the pallor, peculiar to Broadway folk, known as "night-club tan."

OSCAR LEVANT, A MUSICAL KNOW-IT-ALL, WRITES BOOK ABOUT MUSIC AND HIMSELF

Until a year and a half ago, Oscar Levant enjoyed a limited fame as composer of one smash-hit tune, *Lady Play Your Mandolin*, and as an interpreter of George Gershwin's serious piano music. One night, he showed up as guest artist on radio's *Information Please* and turned out to be an amazing musical know-it-all. Given a stray theme from a composition, he could sit down at the piano and reel off the whole piece. His musical memory could spot tunes all the way from Palestrina to Cole Porter. He also had an unexpected fund of facts about U.S. Presidential campaigns, English novels, Rumanian politics. Now a regular expert on *Information Please*, he is so irrepressibly impudent that the director worries constantly lest Levant get too fresh some night and make trouble.

To give vent to most of his impudence, Oscar Levant has just written a book, *A Smattering of Ignorance* (Doubleday, Doran, \$2). A hodgepodge of musical criticism and anecdote, the book tells about the life, times and wisecracks of Oscar Levant. It ends appropriately with another musician's wisecrack, the remark that the boorish Brahms made when leaving a party: "If there is anybody here that I have forgotten to insult, I apologize."

A glum-looking man of 33, Oscar Levant came to New York from Pittsburgh at the age of 15 as a sort of grown-up musical prodigy. In two years, he was pianist in Ben Bernie's band. Taken to Hollywood to act, he remained to write theme songs and produce Westerns. A serious composer, he has had his work played by the Pittsburgh and Cleveland symphony orchestras.

Two months ago, Levant married a movie actress named June Gale. They lead a topsy-turvy life. Never out of bed until afternoon, Levant is ready for sleep about dawn. He works afternoons, spends evenings wandering from place to place on Broadway, wisecracking like a Times Square Dr. Johnson to a group of devoted followers. He made his most memorable remark when asked why his first wife divorced him. "Incompatibility," he replied, "and besides I think she hated me."



Luxury Unlimited!

When the boys on the aisle see this vision, they'll think they've died and gone to heaven. But that's the swath all MUNSINGWEAR pajamas cut. Knitted of rayon, they look like a million. Their tailoring is tidy as a Pullman berth. Their MUNSINGWEAR fashioning gives unlimited luxury on a budget! At better stores.

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—OR YOUR MONEY BACK!**

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HIGH SPEED BLADES

TWENTY FOR 25¢

Try Them at Our Risk!
MONEY BACK IF
YOU'RE NOT
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GUARANTEED BY THE
MARLIN FIREARMS CO.
NEW HAVEN, CONN.
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FORGETFUL?

**A
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**do today—or next week. Perforated cou-
pons—each memo separate—tear out
when attended to—finest leathers—from
\$1.00 to \$7.50. Smart Zipkit for ladies.
At stationery, leather, dept. stores and
FREE Write for pigskin key case and
valuable booklet, "Helps to Per-
sonal Efficiency."**

ROBINSON REMINDERS
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**Personal
RR
Efficiency**

Levant (continued)



Mr. & Mrs. Levant have breakfast in the drugstore of their hotel at 2 p.m. Oscar, who drinks from 30 to 40 cups of coffee every day, is already on his sixth cup.



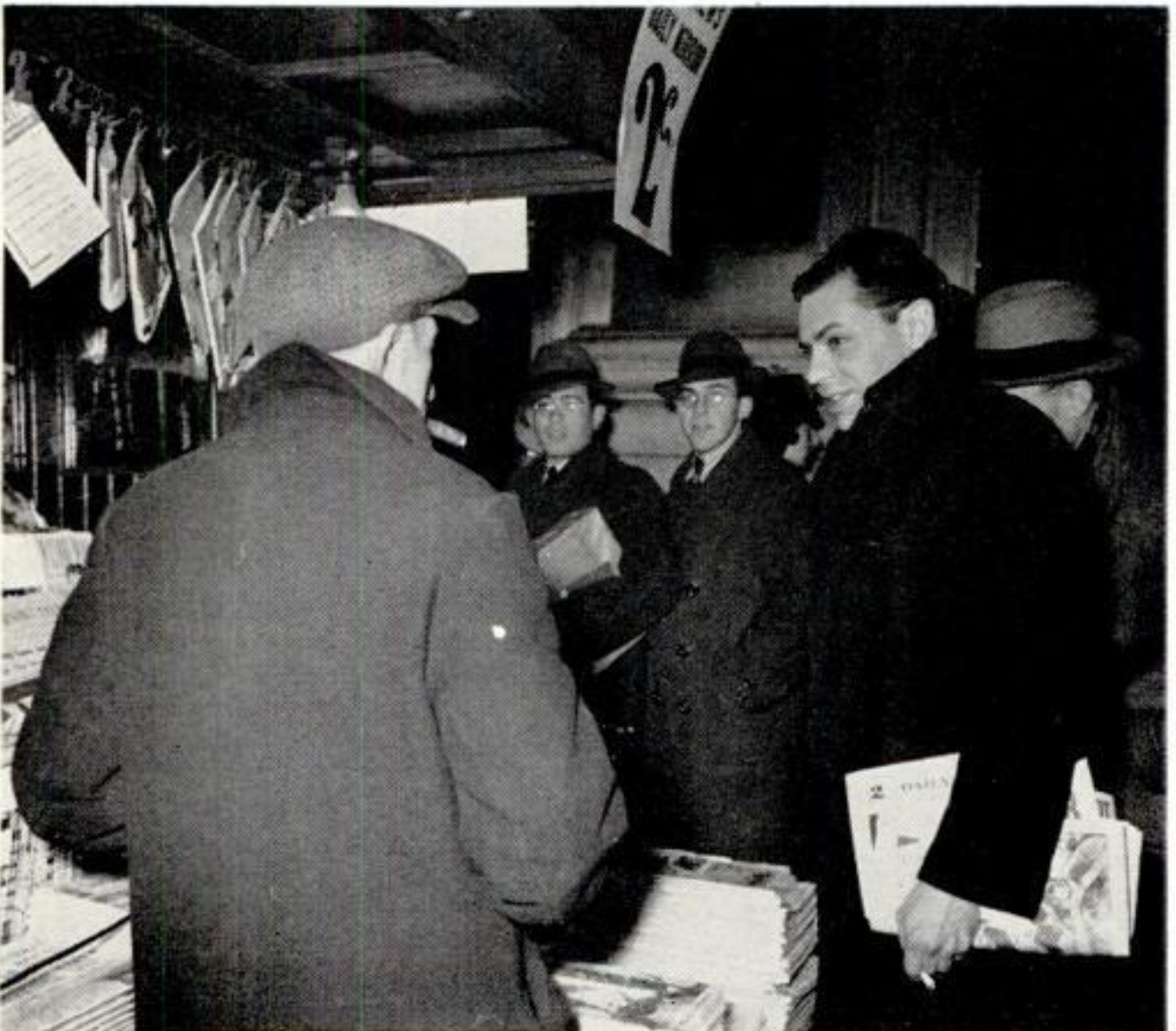
Oscar takes a cab wherever he goes. He hates to walk. Times Square cabbies know him well, call him "Oscar." But when he is with a lady, they call him "Mr. Oscar."



Oscar dines with his wife and Alfred Gwynne Vanderbilt at Voisin's. A chain smoker, Oscar horrifies headwaiters and gourmets by smoking through the finest meals.



After a midnight movie, Oscar grudgingly walks through Times Square to Lindy's. He never wears a hat. His coat once belonged to Nick the Greek, famed gambler.



Before going home, Oscar stops at 50th Street & Broadway to buy the morning newspapers. He reads papers thoroughly, following national and international affairs.



At 5 a.m., Oscar Levant is finally ready to retire. Having finished the newspapers and a last cigaret, he swallows a pill which he always takes to put himself to sleep.

"I've shaved with one blade for ten years....."



... AND what's more, I expect to shave with my Rolls Razor for the rest of my life."

"Sounds good. But my skin's tender, and that beard of mine is like barbed wire."

"Stop feeling sorry for yourself. I used to think the same thing—till I got a Rolls Razor. Now I'm enjoying quick, cool shaves, day in and day out."

"But what makes Rolls Razor so different?"

"Well, the secret's in the blade. It's made of the finest, hand-forged, hollow-ground Sheffield steel. Keeping the blade sharp is easy and sure. A semi-automatic strop and hone are contained in the case. A couple of flicks with your wrist and the edge is keen as new—always ready to give a honey of a shave."

"Say, that means no more expense of continual blade buying. And no more swearing, either, at the inconsistency of ordinary blades."

"Of course! Rolls Razor is a real economy. And what a pleasure to shave with!"

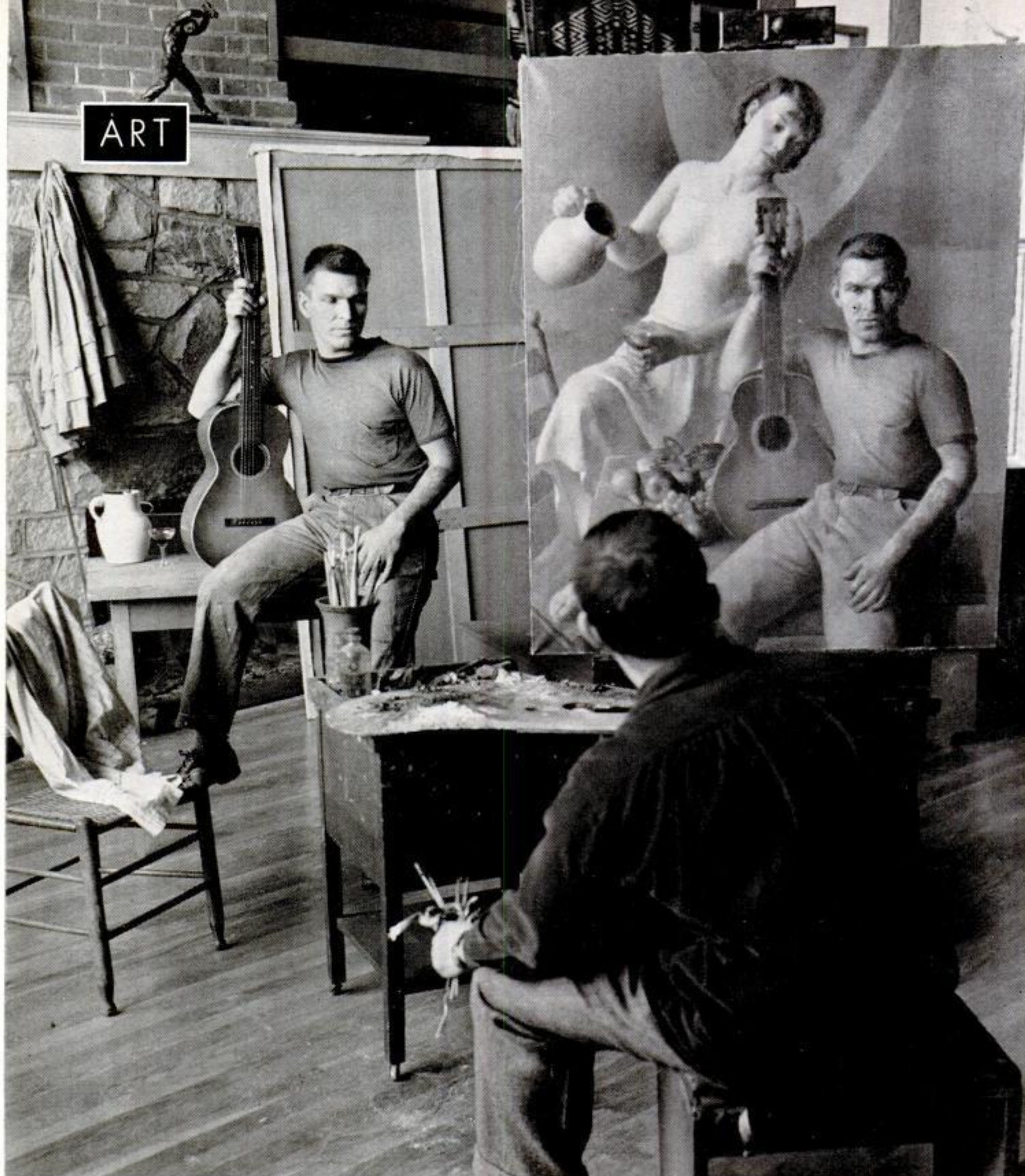
Ask your dealer for a demonstration or write for free descriptive folder L129. Rolls Razor, Inc.—Sales & Service—305 East 45th Street, New York City.

\$10 and up. Shaving bowl or stick, \$1. Soap refill, 60¢.



ROLLS RAZOR

ART



BRACKMAN PAINTS CONNECTICUT LIGHTHOUSE KEEPER WITH GUITAR. HE POSED ALONE, NEVER SAW NUDE MODEL

BRACKMAN'S QUIET NUDES AND PORTRAITS WIN FAME IN ERA OF NOISY "ISMS"



ROBERT BRACKMAN

Over 20 people a year ask Robert Brackman to paint their portraits for about \$3,500 apiece. Brackman never accepts more than four, picks only the personalities that interest him. Few artists in America combine integrity and popularity with so much success.

Short, black-haired, with a serious boyish face, Brackman at 42 could easily be mistaken for one of his pupils, half his age, at the Art Students League in New York. Last month his fourth one-man show was held at New York's Macbeth Gallery and is now on view at the Vose Galleries in Boston.

Brackman was born in Odessa, Russia, came to America when he was 11. Starting his career as a lithographer, he developed the academic perfection that won him portrait commissions from the Du Ponts, Rabbi Wise, Helen Morgan and the Lindberghs. In his mind he plans pictures to the last detail, paints on canvas without preliminary sketches. Last year Brackman moved to Mystic, Conn., with his wife and daughter, feels at home in formal New England. He particularly loves to rummage through antique shops for the faded garments he drapes around his studio nudes.

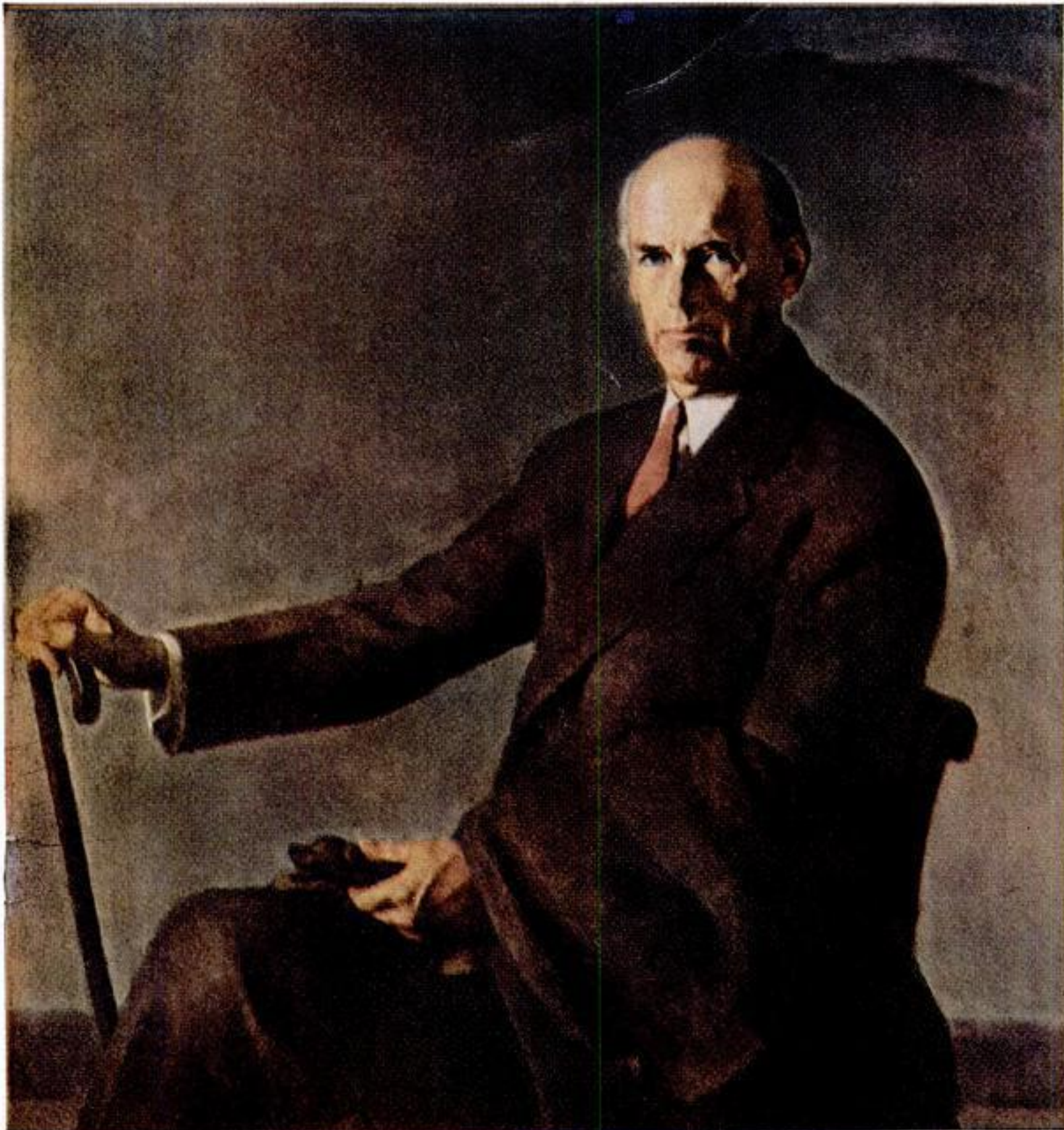


BRACKMAN (MIDDLE) LECTURES TO HIS PUPILS AT ART STUDENTS LEAGUE IN NEW YORK, WHERE THEY ALL PAINT TORSOS IN TYPICAL BRACKMAN FASHION



AUTUMN LIGHT won first prize as best figure-composition in the *Art Without Isms* show last summer at New York's Grand Central Art Galleries. In this beautifully balanced picture, the importance of even the small fruit basket can be demonstrated by covering it with your hand. Without it, the composition becomes top-heavy. Notice also how Brack-

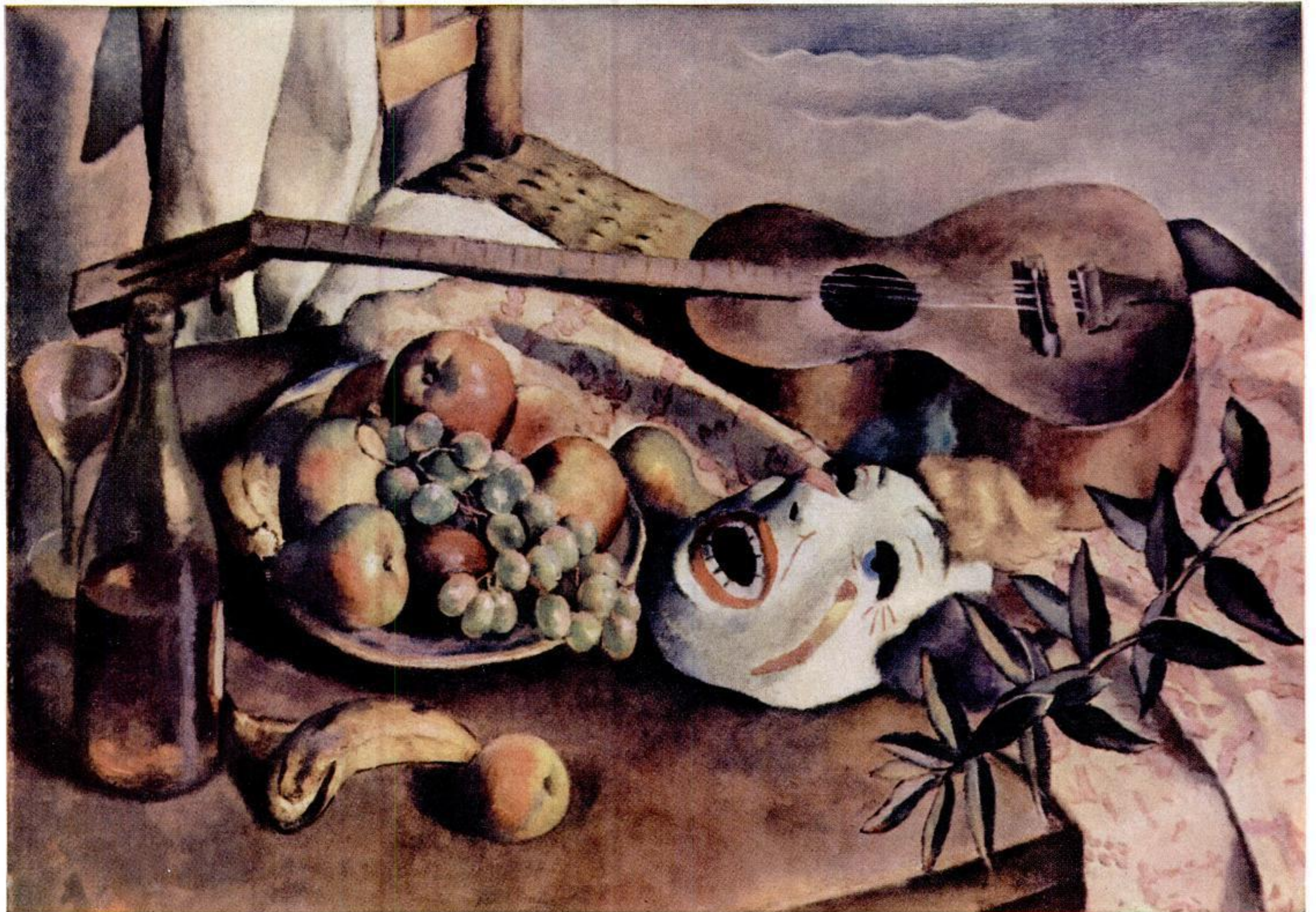
man skilfully repeats colors in the women's figures in the basket below, making the white scarf echo the girl's white headdress. Interested chiefly in color and form, Brackman paints a torso as dispassionately as he paints a pear. Best summing up of Brackman's art was made by himself when he said of the two models in this picture, "They're nude, but they don't look naked."



FRANCIS WELD, banker, is member of New York Harvard Club which commissioned this portrait. While posing 20 times, Weld did his business from Brackman's studio.



ANGELICA has the grace and simple dignity which makes this 1939 painting of a model instantly recognizable as a Brackman portrait.



STILL LIFE WITH MASK, owned by Newark Museum, was painted in 1933 when Brackman was influenced by Post-Impressionists but was tending

toward the sharper realism of his current work. He spent two months perfecting this picture with its intricate pattern of diagonal lines, changed fruit four times.

THE CLASSICS

AT ST. JOHN'S THEY COME INTO THEIR OWN ONCE MORE

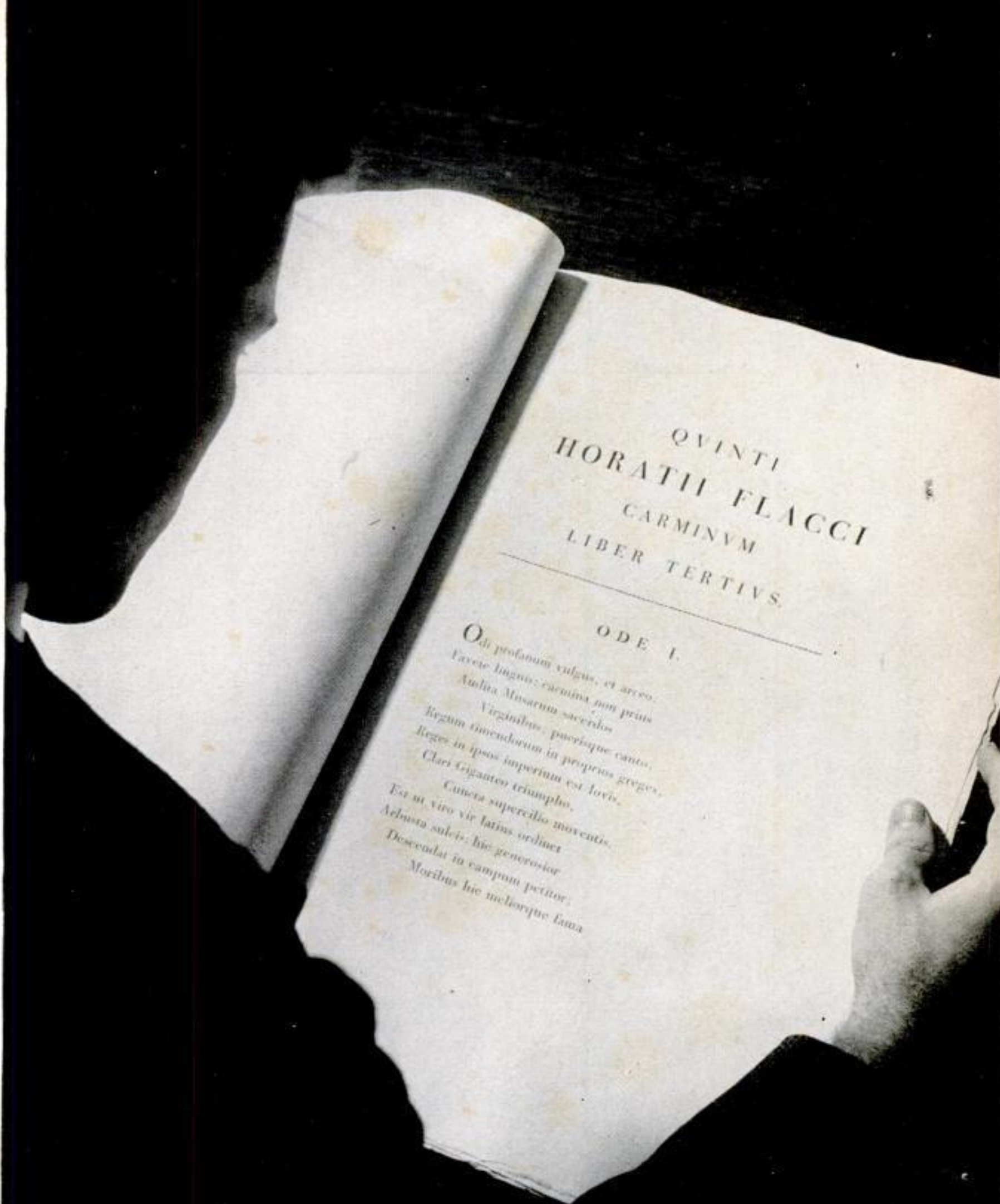


STRINGFELLOW BARR

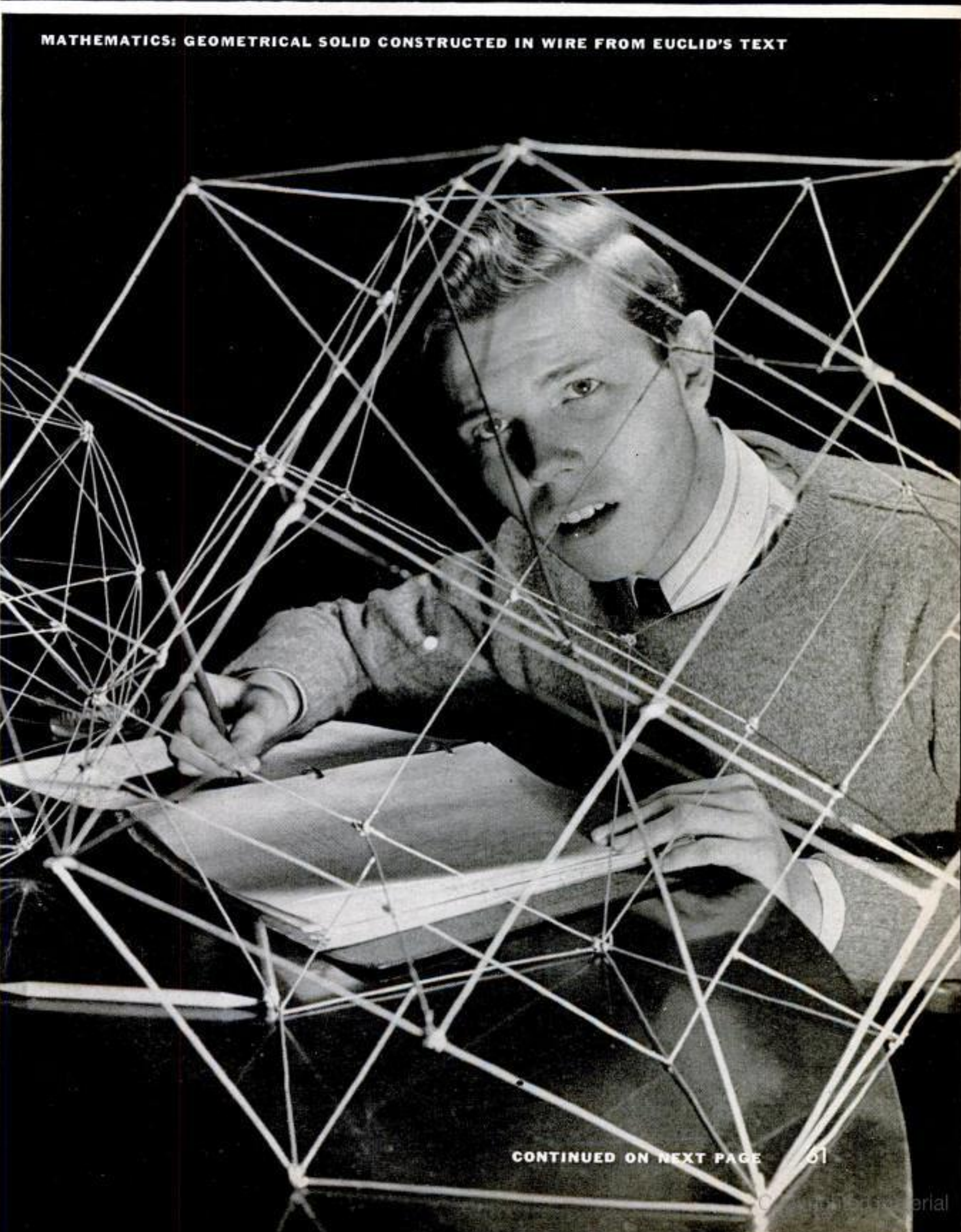
St. John's is a quiet little college at Annapolis, Md., with a handful of old buildings, 123 students and practically no money. "Third oldest college in the U. S. (next to Harvard and William & Mary), St. John's has a past that is bright but long dead. For a century it has meant very little in the scheme of U. S. education. But now the little college has got hold of an idea so challenging and important that educators all over the country are taking notice.

One trouble with the colleges of today is that the education they offer is hodge-podge. In an age of intellectual specialization, the student swallows a mass of facts about some narrow field and a smattering outside the field, but loses the broad sweep of human thought. His cluttered mind does not see in their true majesty the intellectual pillars on which our modern Western civilization rests. The great original minds that shaped those pillars he meets only in commentaries by second- and third-rate minds.

Three years ago a group of educators, headed by the University of Chicago's President Hutchins, took over St. John's, which was on the verge of bankruptcy. With Stringfellow Barr and Scott Buchanan as President and Dean, the Classics were reinstated as the full college curriculum. St. John's students now grapple at first hand with the great thinkers of intellectual history. From Homer to Freud they read in translations the hundred great books which tower up as the landmarks of Western thought and culture. In seminars they thresh out the profound problems with which these books deal. In the laboratory the students re-examine the conclusions of science by performing the great experiments that established them. The traditional discipline of a classical education is imposed throughout the four years in rigorous tutorial sessions devoted to mathematics and the languages of the great books—Greek, Latin, French and German. The first Classics class at St. John's is now only in its junior year. But already its members have a broad grasp of the history of ideas that would put to shame the students of larger colleges.



LITERATURE: HORACE'S FIRST ODE BEGINS, "I HATE THE VULGAR MOB"



MATHEMATICS: GEOMETRICAL SOLID CONSTRUCTED IN WIRE FROM EUCLID'S TEXT



St. John's main hall, where Francis Scott Key attended classes, was once the mansion of the King's Colonial Governor of Maryland. Also on the campus is Maryland's Liberty Tree.

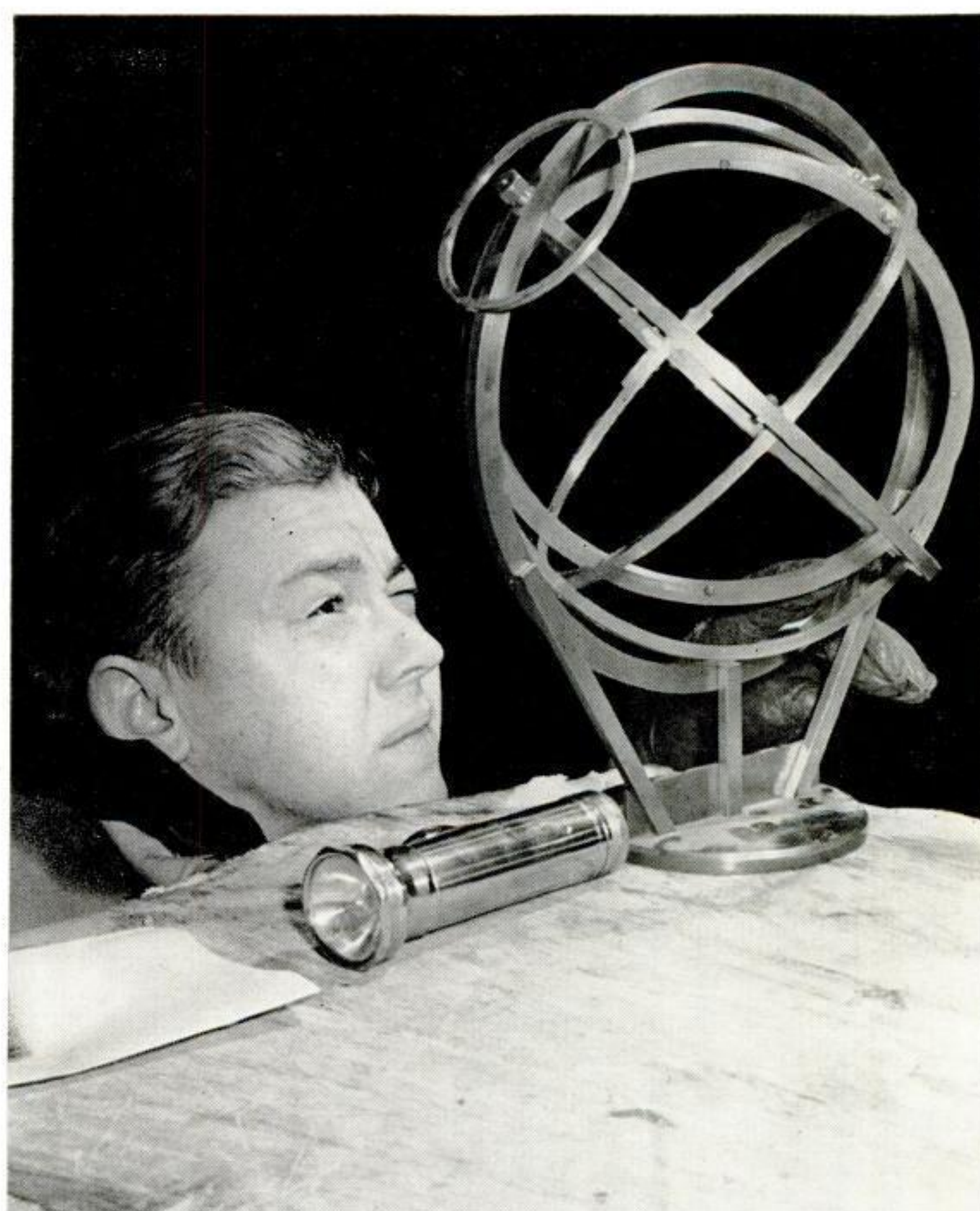


Weekly lecture, lasting about an hour and a half, in St. John's Great Hall, is the only period in which the students sit and listen. The tutorial and seminar (*opposite page*) replace the lecture as the basic method of instruction at St. John's. The weekly lecture is also

the only period in which St. John's has a function for the specialist. The lectures are given by authorities in particular fields, such as French Medievalist Jacques Maritain, Poet Mark Van Doren, Mathematician Edward Kasner, who are regular lecturers at St. John's.



Greek astronomy is studied in freshman year. Here a class performs an experiment with an instrument, the dioptra, invented by Aristarchus in 3rd Century B. C., by which he measured the size of earth, sun and moon. Aristarchus had his proportions correct, his figures wrong.



Roman astronomy is studied by sophomores. Student sights stars on an astrolabe, constructed from directions by Ptolemy who thought universe revolved around earth. Later, students go on to Copernicus who proved the earth revolves around sun, established modern astronomy.



Seminar session, modeled after Plato's dialogues, brings small group of students and faculty members together twice a week for two hours of good conversation on a great book. The seminar above, conducted by Scott Buchanan, Dean of St. John's (second from left), is concerned

with Spinoza's *Ethics*. The high level and intensity of the discussion demands thorough mastery of the book. Tutorial meetings with fewer students and one tutor follow the same pattern. Primary benefit of this system of instruction is thorough discipline in the art of logic.

THE CLASSICS (continued)

THE HUNDRED GREAT BOOKS

Here arranged in chronological order on the shelves of St. John's College library are 93 of the approximately 100 great books that make up the St. John's curriculum. Though they have been read by more men and for a longer period of time than any other group of books in the world, it is not popularity that brings them together here. On their pages is recorded the most important thinking, feeling and imagining that have been done by men of the West since the first one was written 3,000 years ago. These books, St. John's teachers boast, are the faculty of St. John's College.

It is as strange a faculty as has ever been assembled. It includes saints (Augustine and Aquinas); a thief (François Villon); the first war correspondent (Herodotus); a surgeon (Galen); statesmen (Jefferson and Cicero); a heretic (Galileo); a revolutionist (Karl Marx). These books deal with the order and disorder of human existence, with the laws of gravity and of supply and demand, with disease, death and the immortality of the soul.

There is no end to the variety of the great books. The sober works of John Locke, Montesquieu, Madison and Hamilton laid the intellectual foundations of democracy. Aristotle, Newton and Einstein built systems of science, one upon the other. Grotius' precise Latin weaves the fabric of international law. Machiavelli's *Prince* tells how laws and morals can be violated to best advantage. The philosophers from Plato to Kant seek the reasons for existence.

The great books are not all grave treatises. Through their pages move the greatest characters of the poets and novelists—Helen of Troy, Don Quixote, Chaucer's garrulous Wife of Bath, Thackeray's coquettish Becky Sharp. There are the bawdy comedies of Aristophanes, the lusty folk tales of Rabelais, the great love stories of Dante and Shakespeare.

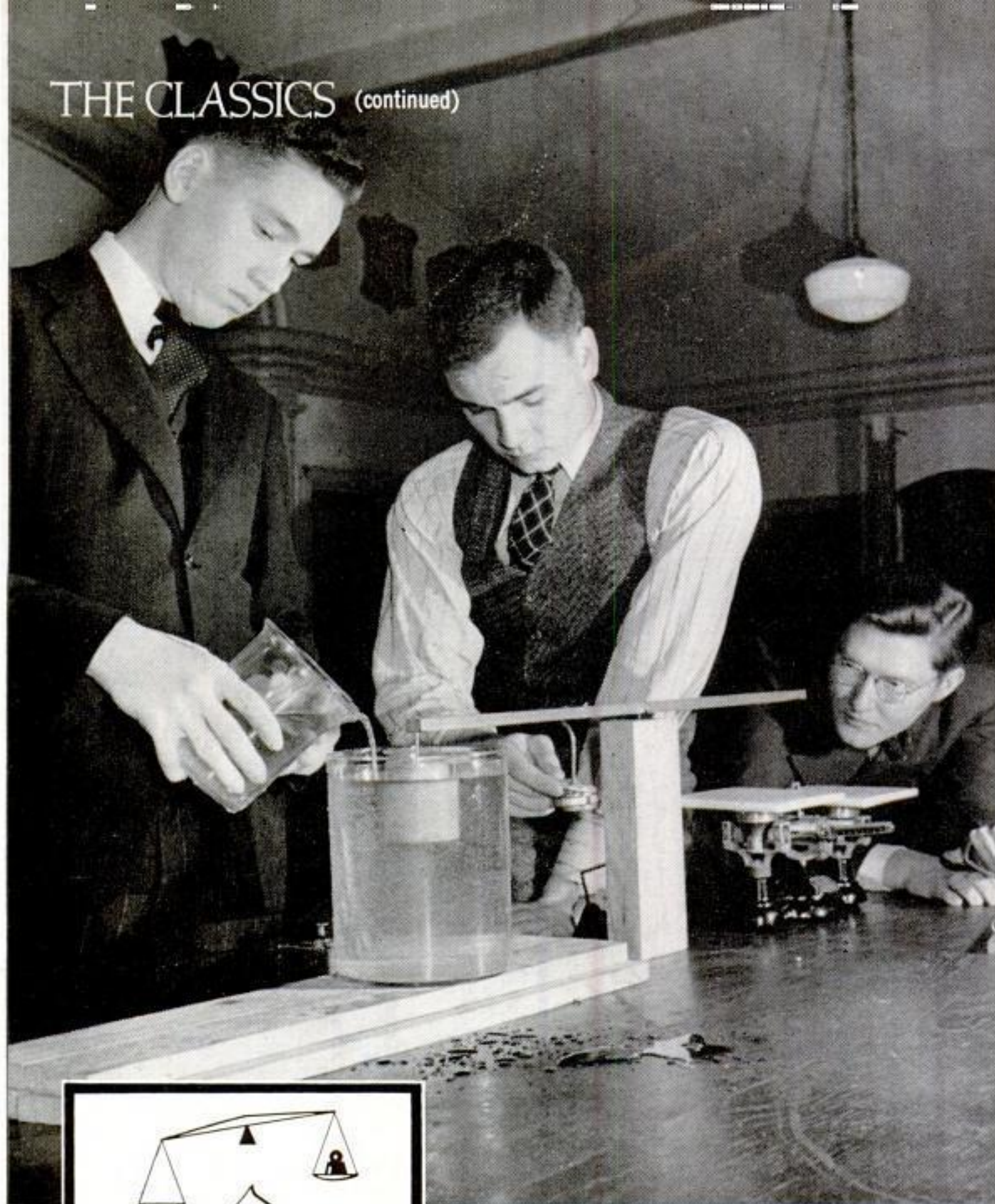
St. John's students read these books in chronological order. Freshmen spend a full year reading Greek dramatists, poets, historians and scientists from Homer to Apollonius. Sophomores begin with Plutarch and go on to the doctors of the Medieval Church. They end the year in the Renaissance, reading modern Europe's first great scientists, Galileo and Copernicus, and the first literary masterpieces of Europe's national languages, from Dante to Cervantes. Juniors, reading Hobbes, Adam Smith, John Locke and Montesquieu, see the emergence of modern political thought in the 17th and 18th Centuries. The Constitution and the Federalist papers introduce the seniors to the 19th Century, where they read the German philosophers and the great social novels like *Bleak House* and master modern science.

Taught thus chronologically and in the original, the great books demonstrate the deep continuity of Western thought. It is this continuity, say the founders of the new St. John's, that has been lost in U. S. liberal-arts education. In paper bindings on the shelves at right are St. John's own editions of ten of the great books, which U. S. colleges have never translated or long ago permitted to go out of print.

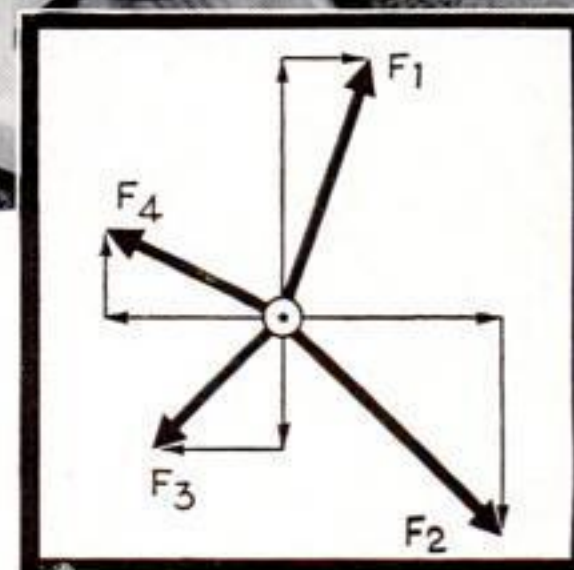
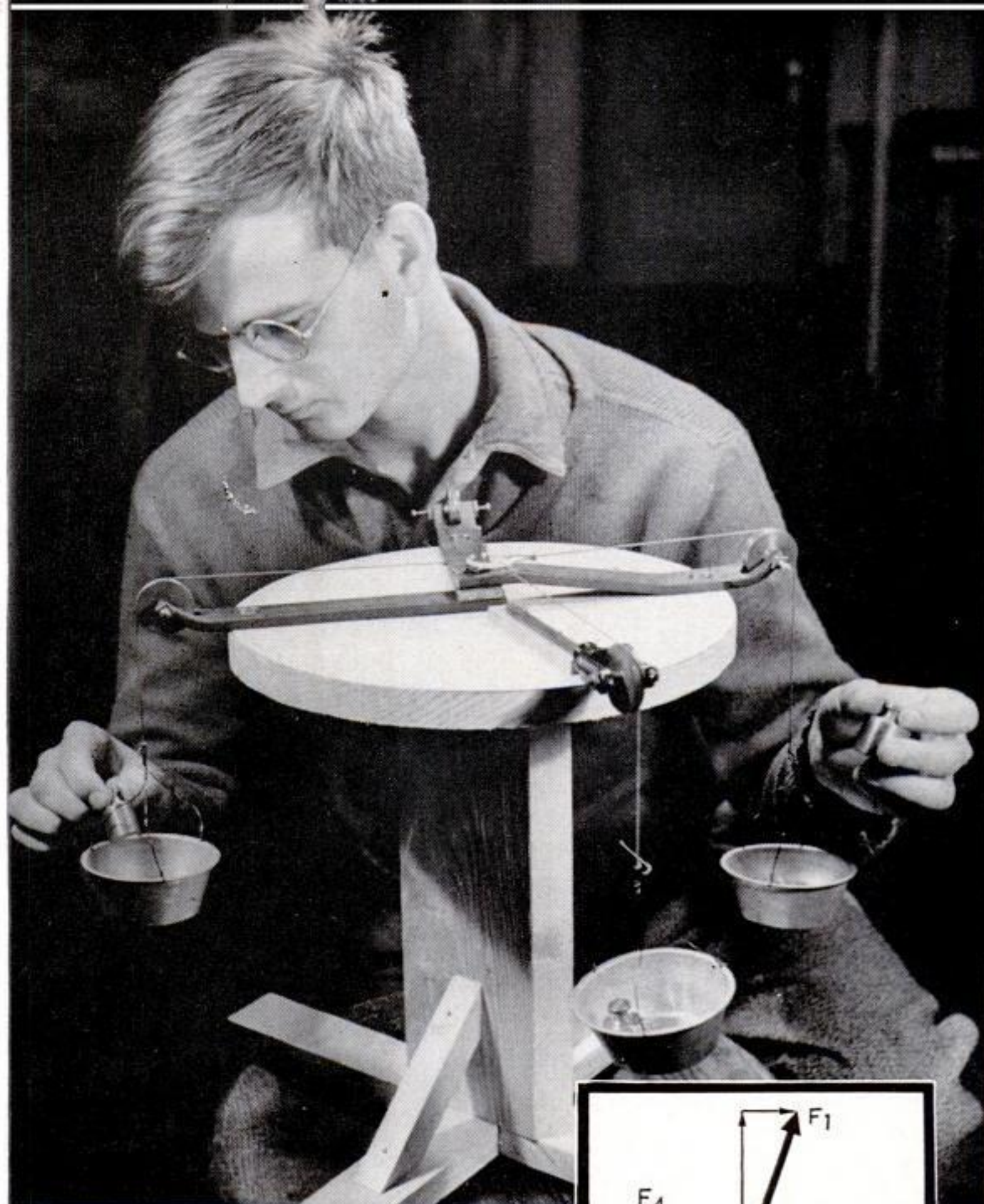
The best place to read the great books is certainly St. John's, where laboratories and well-organized seminars supplement the limitations of reading. They are being read, however, by increasing numbers of students and teachers in colleges all over the country. For anyone else who would like to try, almost all the great books, except for the St. John's volumes, can be bought for \$1.50 or less. For those who do try, a helpful book on these 100 great books, *How to Read a Book*, by the University of Chicago's Mortimer Adler, will be published (Simon and Schuster, \$2.50) next month.



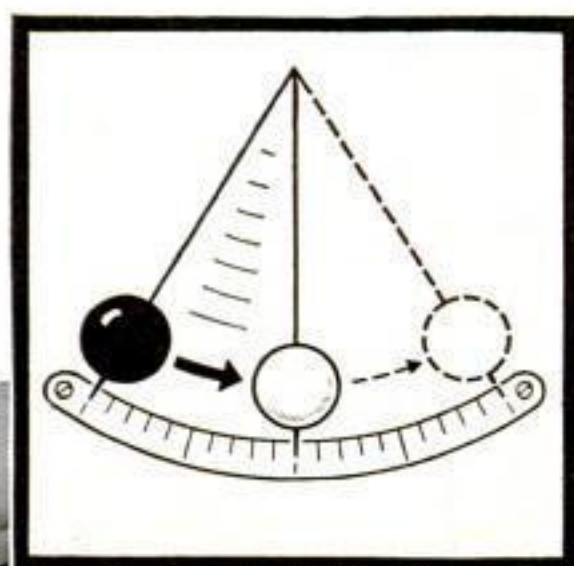




ARCHIMEDES 3rd Century B. C. Greek scientist, supposedly discovered the principle of floating bodies while sitting in his bath. His actual experiment, here performed by St. John's freshmen, proves that a submerged body suffers an apparent loss of weight equal to that of volume of water displaced.

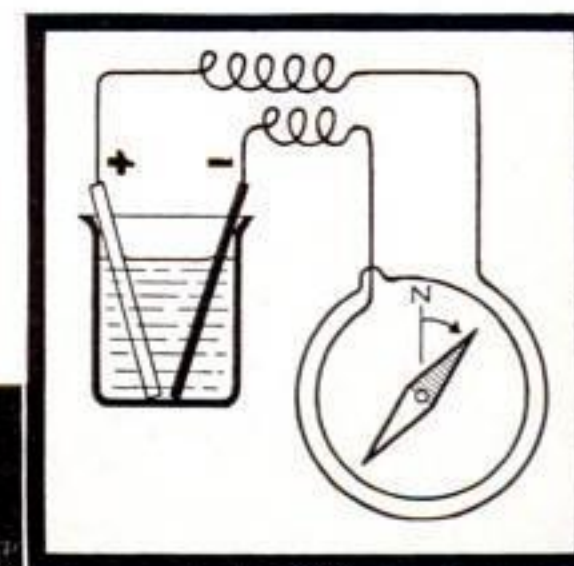


GALILEO in the 16th Century established the principle of component forces with the simple experiment re-enacted above by a St. John's sophomore. Forces operating in different directions on a single object (F_1 , F_3 , F_4 in diagram) can be put in equilibrium by a force whose direction and magnitude can be measured (F_2).



NEWTON swung his pendulums in the 17th Century to establish the basic third law of motion, "Every action has an equal and opposite reaction." St. John's juniors below are checking his experiment. The white pendulum, struck by the black, travels an arc equal in length to the arc of the black pendulum.

FARADAY in the 19th Century employed a simple sulphuric-acid wet cell, a magnetic needle, and a galvanic coil to measure electric currents. The St. John's senior, performing experiment below, measures the current passing through the galvanic coil by checking the declination of the needle from North (see diagram).





Harvey's ox-heart dissection in 17th Century England was crucial in disproving ancient suppositions about "humours and vapours" and helped to establish the fact that the blood

circulates. Dissection of an ox heart in St. John's laboratory (*above*) follows Harvey's technique and clarifies his reasoning. St. John's is the only U. S. liberal arts college that

requires four full years of laboratory study. Great experiments re-enacted by the students give them a solid grasp of scientific history and a superb training in laboratory method.



LENIN

THE GOD OF THE COMMUNISTS LIES
FOR HIS FIRST ENTOMBED PORTRAIT

The embalmed body of Nikolai Lenin is probably the greatest propaganda asset that Joseph Stalin has. Some 14,000,000 Russians have filed through the tomb on Moscow's Red Square to get one brief, reverent look at it. Yet ever since Lenin's funeral, the Soviet high command has forbidden photographs to be taken of his corpse. Such secrecy set rumors flying that the face had turned green or black, that it was only a wax image, that Lenin had been replaced by a series of dead Russians resembling him.

The picture above is the first official portrait of

Lenin in his air-conditioned tomb. It was taken last autumn and is here printed for the first time in the U. S.—except for publication in *Casket and Sunnyside*, undertakers' trade magazine, to illustrate a Russian release on Lenin's embalming. Here the little lawyer who has become the God of Communism wears the uniform of an army commander. The decoration is the Order of Lenin. One fingernail is blue at the root. The face is covered with a faint sheen. The brain, cut into 25,000 microscopic slices, is on view at the Soviet Brain Institute where



visitors are expected to exclaim on the large size of the cells. It is supposed that the lower part of the body is missing, and that what remains is kept moist by an electric pumping device. Jan. 21 was the 16th Anniversary of Lenin's death.

In May 1922, Lenin had his first brain hemorrhage. Often blamed on a bullet in his neck fired four years before by a socialist named Fanya Kaplan, it was probably caused by hardening of the arteries. He continued to have strokes, followed by partial recoveries, until Jan. 21, 1924, when he died in

agony in the resort of Gorky, not far from Moscow.

Stalin and his friends arrived immediately, while Trotsky unwisely remained in the far South. They set up the body in Moscow's Noblemen's Club. In a cold spell of 35° below zero, nearly a million people viewed the body.

Fully aware of the value of Lenin dead, the Soviet leaders ordered Anatomist Vladimir Vorobev and Biochemist Boris Zbarski to embalm the late leader for the ages. They worked for months on other corpses, evolving a technique. What they did to Lenin re-

mains a holy Communist secret but at first Vorobev and Zbarski expected the body to last only two years. After it had survived a few years, they jubilantly predicted it would last practically forever.

At first it lay in a wooden tomb before the Kremlin. It disappeared for 18 months while a new permanent tomb of dull red granite was built in the same place in the form of a great terraced pyramid. Thereafter more millions of Russians filed through tunnels to an underground chamber to see the body under its glass canopy at a distance of about 10 ft.

CLOSE-UP



NEVER IDLE, SHE KNITS CLOTHES FOR NINE GRANDCHILDREN WHILE FLYING

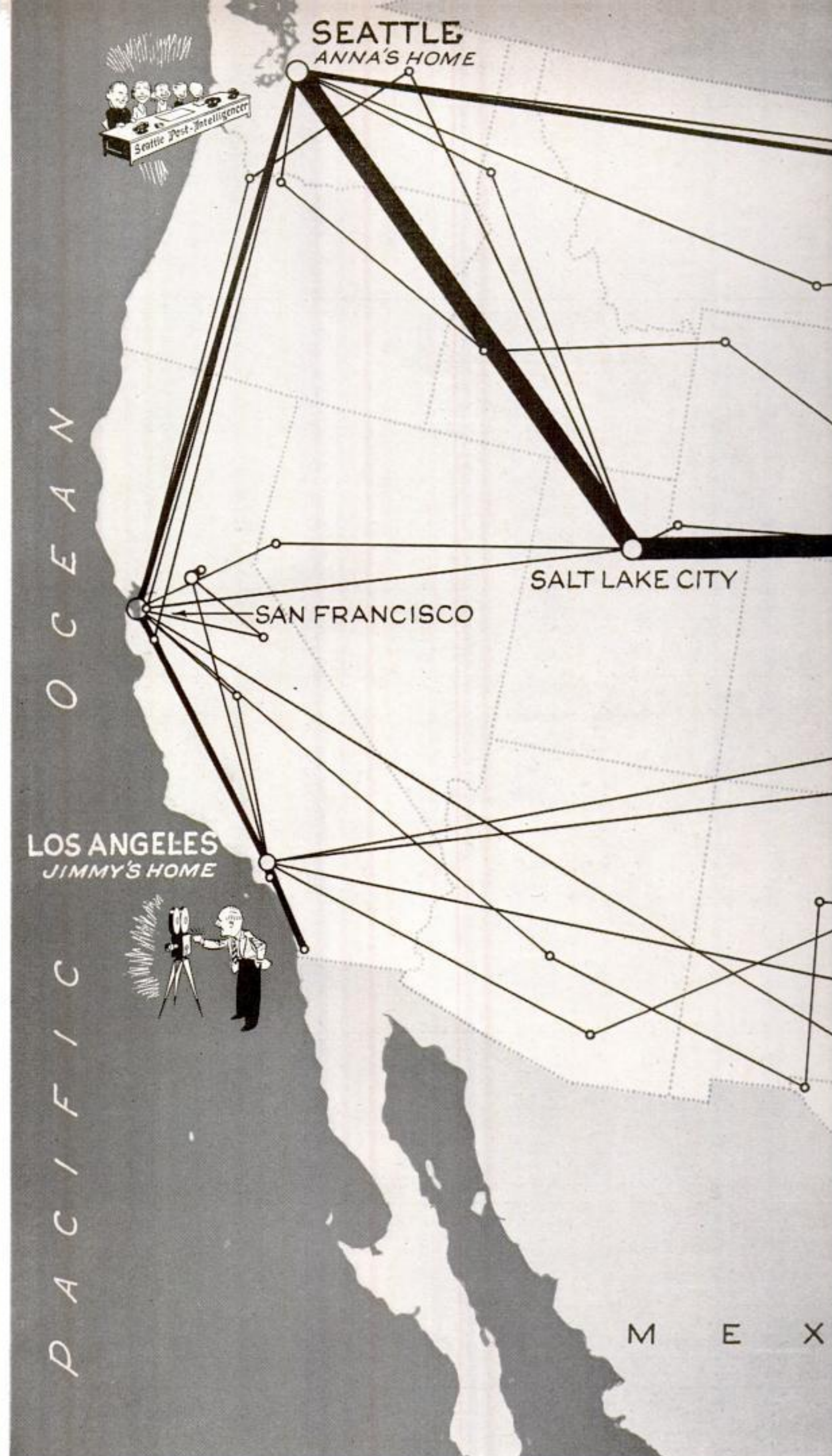
MRS. ROOSEVELT

HER ADMIRERS HAVE THEIR OWN 1940 PLATFORM:

"A NEW PRESIDENT BUT THE SAME FIRST LADY"

by GEOFFREY T. HELLMAN

A good many of the Washington newspaperwomen who meet Mrs. Roosevelt for press conferences every Monday that she is in the White House are not sure that they want to see the President re-elected, but they do feel that in any case Eleanor Roosevelt should not be demoted. "I think we should have Mrs. Roosevelt as First Lady, and another President" is the confusing platform of most anti-Third-Termers among the capital's female press. The assumption that Mrs. Roosevelt's historical importance has reached a point where it should not be affected by the vicissitudes of her husband's job is increasingly shared by the country at large. By now, the frequent observation that Mrs. Roosevelt is the greatest President's wife

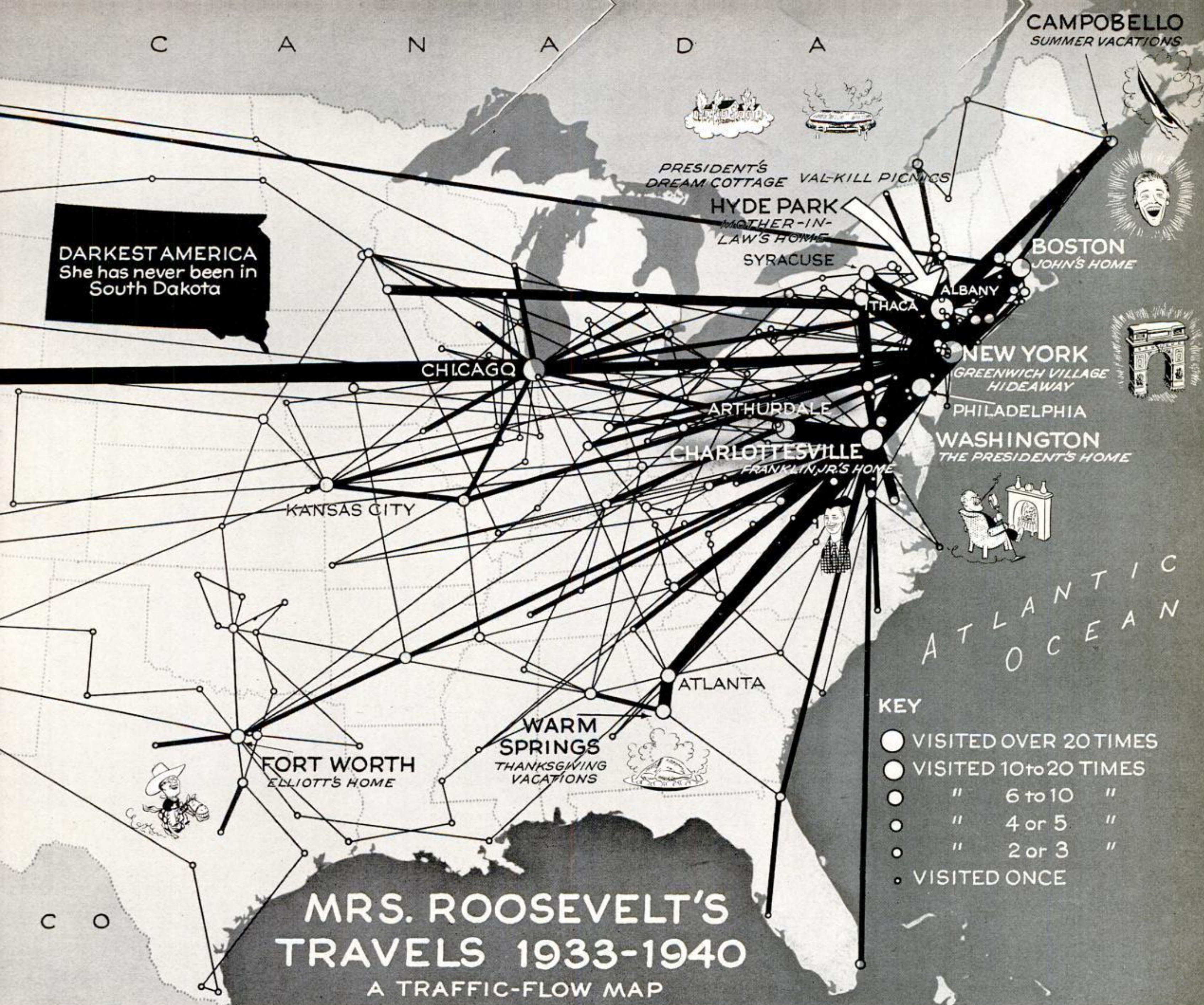


Charting Mrs. Roosevelt's travels is a map maker's headache. She has been so many places so many times that LIFE had to use a traffic-flow map, hitherto employed only for automobiles, rail-

since Dolly Madison amounts to an understatement. The range of Mrs. Roosevelt's influence easily exceeds that of Mrs. Madison, and it is growing every day.

During the last seven years, Mrs. Roosevelt has, at a temperate estimate, traveled 280,000 miles, written one million words, earned and given away over half a million dollars, shaken half a million hands, delivered several hundred lectures, radio speeches and interviews to the press; knitted several dozen tiny garments for Roosevelt babies, cooked hot dogs and poured a second cup of coffee at several dozen picnics and probably not wasted as much time as the average person does in a week. With the unaccountable exception of South Dakota, she has visited every State in the Union, most of them more than once. She has talked, intimately, to more people, and covered, attentively, more American territory, than the most garrulous and peripatetic Fuller Brush man. Her prodigious activities, and the general impression she gives of being in a mine shaft one minute and presiding at a White House tea the next, have given rise to the legend that Mrs. Roosevelt is leading some sort of triple life, but there is actually nothing supernatural about her routine. Although she has, in her column *My Day*, expressed the wish that she might be in two places at once, she never really *has* been in two places at once.

Like many members of her family, she has a fantastic amount of vitality and an almost constant good health, which enables her to be on the go continually and to read, write, knit, think up speeches and projects and attend to her colossal mail while in cars, trains and airplanes. "Hasn't this been a grand vacation!" she often says to such traveling companions as Miss Malvina Thompson, her secretary, and Mrs. Henry Morgenthau Jr.,



roads, airlines, electric-power grids and so forth. In seven years she has covered 280,000 miles. On this map, the heaviest lines indicate her most heavily traveled routes: Washington-New York, New

York-Hyde Park, New York-Boston, Washington-Seattle, Washington-Warm Springs. The thinnest lines are routes she has covered only once. She has visited every State except South Dakota.

one of her best friends, at the conclusion of some exhausting tour. On these occasions Miss Thompson and Mrs. Morgenthau nod wearily.

One explanation of Mrs. Roosevelt's ability to lead such a full life is that she has the saving mental knack of being able to dismiss one subject entirely from her mind when she goes on to the next. Moreover, she has developed one or two time-saving tricks. In shaking people's hands at receptions, she employs a technique of grasping a proffered hand with just enough cordiality and then passing it along to the hand of the next person on the receiving line—a godsend at annual D. A. R. receptions involving the pumping of 3,000 or more Daughters' hands. Mrs. Roosevelt also saves time by walking with great speed and, when in New York, by frequently taking subways. She has a habit of standing, rather than sitting, whenever feasible, since this tends to induce visitors to leave her when their business is over, instead of hanging around aimlessly. If this doesn't work, she says something like, "Have you told me everything? Goodby," which generally inspires them to depart. She does this sort of thing with a graciousness and breeding that preclude offense. She is nearly always conscious of exactly what time it is and just when she must leave for her next appointment.

She and Miss Thompson keep duplicate black notebooks containing their day-by-day schedules, with entries running three months ahead. A few months ago, when she forgot an appointment in St. Louis and was 25 minutes late, she described her remissness in her column at length and talked about it for days as an extraordinary phenomenon. Last April, on a day when she was scheduled to make a speech in Denver, the hour came and Mrs. Roosevelt didn't show up. The audience waited and waited.

Finally, a message arrived saying that Mrs. Roosevelt couldn't be there. The woman who had arranged the meeting said she didn't know the reason but that she would stake her life that a serious family trouble had arisen unexpectedly. It was the day that her nephew, Daniel Roosevelt, was killed in an airplane crash near Mexico City.

Miss Thompson, who has accompanied Mrs. Roosevelt on most of her trips for the past 17 years, sometimes gets nervous when her boss, who starts buying Christmas gifts in midsummer, stops in a shop to order a few dozen presents on her way to a train, but Mrs. Roosevelt hasn't missed a train yet. Trains are held for her only on her lecture trips, and then for not more than four or five minutes in rare instances. She used to make two lecture trips a year, but she has been gathering momentum and now she makes three. She offers five talks—"The Individual and the Community," "Problems of Youth," "A Typical Day at the White House," "The Mail of a President's Wife," "Peace"—the proceeds of which she gives to charity, notably the Quakers. She has besought her lecture manager, W. Colston Leigh, to let her add some more political topics to her repertoire, but Mr. Leigh has thus far said no. Mrs. Roosevelt takes notes to the platform with her but gets so interested in what she is saying that she seldom refers to them. She generally finishes up within a few seconds of the allotted hour and answers questions afterward if she has time between trains. To Is-Mr.-Roosevelt-going-to-run-again questions she usually replies: "I've never asked him; you might if you get the chance." When a brash listener in the Midwest recently followed up this stock reply by asking her what she was going to be doing in October 1941, Mrs. Roosevelt said: "Young man, that's the cleverest backhanded way of asking me the same question I ever heard."



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"For gosh sakes, here comes Mrs. Roosevelt!" exclaimed a surprised miner in this famous 1933 *New Yorker* cartoon when people were unaccustomed to her many activities.

MRS. ROOSEVELT (continued)

If anything goes amiss on her trips, her favorite expletive is, "Oh, spinach!" She travels without a maid, and she ordinarily attends to her own tipping. "She has a theory that the quickest way of growing old is having people wait on you," Miss Thompson says.

Mrs. Roosevelt's sense of timing colors practically everything she does. When she gives two White House teas in succession, the first starts at 4 and the second at 5. She concludes the 4 o'clock tea by leaving the room at 20 to 5, which gives the servants time to fix up the next tea. "I don't just sit around those 20 minutes," she says. "I use them for going through my mail." Similarly, after giving a dinner party, Mrs. Roosevelt goes to her room at, say, 11, and then thumbs through the letters which Miss Thompson has left for her. She marks these "Yes," "No," "Regret," "Explain," and so on, and she never goes to bed until all of them are marked. She got 150,000 letters last year, of which she personally answered around 500. She signed perhaps ten or twenty thousand replies, and the rest were taken care of by a staff of 14 clerks and stenographers run by Miss Thompson. Much of her incoming mail consists of desperate appeals for help. Mrs. Roosevelt tries to handle these by referring them to government departments or by arranging for the writers to get in touch with friends of hers. Using capital she has earned, she has, after investigation, set up dozens of people in small businesses, including the cookie business.

She tries to answer family communications in longhand. Sample envelopes addressed to her by some 60 relatives and close friends are kept in a special file in the White House, and the mail staff is instructed, in the absence of Mrs. Roosevelt and Miss Thompson from Washington, to forward letters addressed in these handwritings to Mrs. Roosevelt unopened. The First Lady writes to each of her children every ten days or two weeks. She acts as a clearing house of news for them, relaying news of Anna to Elliott and Jimmy, of Jimmy and Franklin Jr., to John, and so on. She is distressed because they practically never write one another, except when Anna asks Jimmy to help friends of hers who want to get into the movies. In the three years that Anna has been in Seattle, Franklin Jr., has written his sister only once—asking her to see somebody from the University of Washington, who never showed up. Recently, when Anna wrote her mother to complain that she never heard from her brothers, Mrs. Roosevelt sent a copy of the letter to all four boys. It fetched a postcard from Elliott.

Helping the underdog

For all her lack of side, Eleanor Roosevelt is a *grande dame* in the larger sense of the phrase. Her invitations of Negroes to the White House, her visits to slums and blighted areas, her efforts to help unfortunate people who write her, are the natural results of warm-heartedness in a woman of special position and surplus energy who feels that she should take advantage of her own circumstances to help others. Her sense of social responsibility made her the moving spirit behind Arthurdale, a pioneer subsistence project for the benefit of stranded West Virginia coal miners, and a disinclination to capitalize on the distress of others has caused her to discourage photographers from following her to wretched deserted mining towns from which people who go to places like Arthurdale are recruited. She is so co-operative with newspaper people most of the time that when she wants to pay an off-the-record visit she is seldom bothered by them.

Mrs. Roosevelt's pet Government agency is the National Youth Administration, and on her trips she functions as a kind of inspector-general of NYA projects. This serves the double purpose of enabling



And, sure enough, here she comes. In 1935, Mrs. Roosevelt visited a coal mine at Neffs, Ohio. She wore a miner's cap and went through the mine with officials of the union.

her to keep NYA on its toes and of furnishing a good excuse to get out of tiresome local receptions in the towns she visits. When she gets back to Washington, she makes a written report to the Youth Administrator, Aubrey Williams, which is most specific: "This swimming pool is too small. . . . That man could do a better job . . ." etc.

It is significant that Mrs. Roosevelt has resigned from the Colony Club, New York's swankiest women's club, while retaining membership in the Cosmopolitan whose members, equally well born, are not quite so conventional. Typical of Mrs. Roosevelt's own disregard for convention is her friendly attitude toward Negroes. Instances of her sympathy with this group include her sharply critical comment on the exclusion of Marian Anderson, the singer, from Constitution Hall in Washington, and the giving of a White House tea party a few years ago for a number of delinquent girls, most of whom were colored. Once, arriving a few minutes late for a welfare conference at a church in Birmingham, Ala., where white and colored people were segregated, she sat down in a seat on the Negro side. When this was pointed out to her she tactfully asked to have a special chair placed for her at the front of the church.

The position of women is a favorite topic with Mrs. Roosevelt. She once edited a short-lived periodical called *Babies Just Babies*, and urges her literary agent to get her assignments from the women's magazines in preference to others. She gets a dollar a word from magazines and has refused vast sums for pieces on her children and for reviewing movies shown at the White House.

Who the hell was Mr. Ellis?

She insists that her regular press conferences be attended exclusively by female reporters, thus creating jobs for a number of newspaperwomen. Monday mornings 40 or 50 of them gather in a second-floor sitting room at the White House and fire questions at Mrs. Roosevelt, who sits on a sofa with Miss Thompson. Her social secretary, Mrs. James M. Helm, occupies a chair behind the sofa, and checks Mrs. Roosevelt sometimes when, in answer to a question, she starts to give out lists of guests to official functions earlier than she is supposed to. Some of the reporters used to sit on the floor at her feet in the early days, in order to hear better, but this was so widely ridiculed by cartoonists that they now all sit on chairs. Mrs. Roosevelt always shakes hands with the girls, saying "Good morning" in a variety of inflections. Returning from trips around the country, she brings them messages from friends and relatives she has run into. "Mr. Ellis in Kansas City sends you his best," she told a member of the Washington *Post* staff one day, baffling the reporter completely. "I don't know who the hell Mr. Ellis is," the *Post* reporter said later. Most of the girls regard Mrs. Roosevelt in the affectionate light of a slightly older and rather busy sorority sister. There have been instances, however, in which reactionary reporters have sought to protect what they considered the traditional dignity of the First Lady's position by asking, after a particularly frank remark on Mrs. Roosevelt's part, "Do you *really* want to be quoted on that?"

When Sheila Hibben, a well-known authority on cooking, spent a few days in Washington teaching the White House cooks various special recipes, she had to keep telling Mrs. Roosevelt, an indifferent gourmet whose one idea seemed to be to expound the recipes at her press conferences, that the dishes were meant to be eaten rather than printed.

Mrs. Hibben, a Southern lady of parts, had a rather unhappy experience at the White House. One day she was ushered into the First Lady's room before Mrs. Roosevelt had come in. As she was picking up a book, Mrs. Roosevelt's German Shepherd bit her in the ankle. Mrs. Hibben yelled indignantly and Mamie, the Negro maid, rushed

CONTINUED ON NEXT PAGE

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DO YOU wake up feeling really *fresh* in the morning—brimming with energy, sparkling and "alive"?

Or do you frequently sleep so poorly that you awaken feeling almost as tired as when you went to bed—with nerves on edge and your whole appearance reflecting the lack of sound, *refreshing* sleep?

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She rides horseback almost every morning in Washington. With her is Mrs. Henry Morgenthau Jr., wife of Secretary of the Treasury and probably her closest friend.



Her desire "to be two places at one time" is fulfilled when she looks in the mirror and tries on clothes at Arnold Constable.



Her "hideaway" in Greenwich Village (arrow) is a small apartment which she shares with her secretary.

MRS. ROOSEVELT (continued)

in, followed a moment later by her mistress. "What's the matter?" asked Mrs. Roosevelt. "Major's done bit Mis' Higgins," explained Mamie. "Mamie, that settles it," said Mrs. Roosevelt severely. "From now on we will have iodine kept in this room." Political students to whom Mrs. Hibben has reported this incident consider it typical of the Roosevelt policy of making sensible little adjustments without interfering with the underlying structure.

Mrs. Roosevelt's yearly routine follows a fairly set pattern. Except for weekend or overnight trips to New York, she spends most of the period between Thanksgiving and Easter in Washington, more or less at the beck and call of Mrs. Helm. Then comes a spring lecture trip, followed by another Washington stay punctuated by continual conventions, garden parties and teas. Summers she spends at Val-Kill, with a brief stay at the President's camp on Campobello Island in New Brunswick. This fortifies her for the second lecture trip, which often ends with Thanksgiving dinner at Warm Springs. She is quite domestic, a capable cook and needlewoman and a competent housekeeper. She has installed electrical kitchens in the White House, thus cutting down on the number of rats which used to infest the lower regions of the house.

Picnic project for the WPA

Picnics constitute one of Mrs. Roosevelt's favorite diversions, and she especially enjoys two or three that are given every summer by members of a Connecticut group that includes Hendrik van Loon, Deems Taylor, Lowell Thomas, John Erskine and F. P. A. She and Miss Thompson drive to these affairs in a Chrysler roadster given to Mrs. Roosevelt by her brother Hall, generally arriving a little ahead of time. Her fellow picnickers often broach weighty topics for her benefit, and last summer at a picnic given by her literary agent, George Bye, Lowell Thomas proposed that Mill River, a modest creek that winds through the places of several of those present, be made navigable. Nothing that the WPA could undertake, he explained, would use more men, since after widening the river

bed they would still have the problem of getting water to fill it. Heywood Broun protested that excursion boats would tie up at the docks of those living near the river and that weekends would be made hideous by the cries, banana peels and peanut shells of trippers. Mrs. Roosevelt listened attentively, but she did not mention the project in her column the next day.

She has returned the hospitality of her Connecticut friends by inviting them to Hyde Park, where she holds picnics at Val-Kill, her cottage. Tables are spread around the lawn, at one end of which stands an open fireplace, and sliced meats and salads are supplemented by hot dogs, hamburgers and chops which are always cooked by Mrs. Roosevelt herself. Mrs. Roosevelt helps wait on everyone, sitting down only in snatches. There is swimming and deck tennis for the energetic, and the party usually winds up with everyone driving a mile and a half to the big house and shaking hands with the President's mother, a lady of the old school who does not know quite what to make of all the friends of her daughter-in-law.

Her home: Val-Kill

If Mrs. Roosevelt has a real home, the Val-Kill cottage is it. Like her husband, she has a room in the main house at Hyde Park but no one questions that the elder Mrs. Roosevelt is mistress there. Even a Roosevelt cannot think of the White House as home. And in New York she lets her son Jimmy's wife occupy her East 65th Street house, while she shares a modest apartment with Miss Thompson in Greenwich Village. The Roosevelt-Thompson flat is not listed in the telephone book and Mrs. Roosevelt likes to think of it as a hideaway but she is not sure that this really describes it. "I have a small apartment with Miss Thompson which all the world stays in," she says.

At Val-Kill she likes to read aloud in the evening to friends. Publishers send her many of the current books and she gets through an astonishing number of these. She generally gives them away either to the James Roosevelt Memorial Library in Hyde Park or to various homesteads in which she is interested. She enjoys the theater, where she tries to get seats up front because of her deafish right ear. She also relishes country

Her numerous "protégés" include Mayris Chaney (left) who invented "Eleanor Glide" after dancing at White House.



To improve her speaking voice, she takes lessons from Mrs. Elisabeth von Hesse (right) in New York. Here she practices diaphragm control



Her younger brother, Gracie Hall Roosevelt, of whom the First Lady is particularly fond, is a New York consulting engineer.





Friend of the Negro, Mrs. Roosevelt discussed their problems a year ago at a conference presided over by Mrs. Mary Bethune (left).



She enjoys dancing and had fun doing the square dance at an Arthurdale, W. Va., Resettlement Project dance.

dances, which she executes with flourish and style. When the Big Apple was in vogue, she performed it several times with her son John, with what onlookers have pronounced remarkable dexterity.

Although *My Day* has been an eminently successful feature ever since it started in December 1935, there was a time in 1933 when it looked as though Mrs. Roosevelt wasn't going to pan out as a columnist. Fresh from teaching at the Todhunter School in New York, she turned out longish, schoolgirlish essays on West Virginia miners, the housing problem, etc. The McNaught Syndicate paid her \$500 a month for a weekly piece and lost money. Monte Bourjaily, then the head of United Feature, finally got her on the right track.

"You've been a schoolteacher and you've been writing themes," he said. "I want you to pretend I'm an old friend who's been in the habit of dropping in to see you ten or 15 minutes every day to learn what you've been doing. Now I have to go to Alaska. I'd like you to write me a letter to Alaska every day, around 400 words long, telling me what you've been up to. It will be in the form of a diary and we'll call it *My Day*."

Mrs. Roosevelt agreed to a two weeks' rehearsal, and the first letter was on Bourjaily's desk the following morning. After three days, he called off the rest of the rehearsal and United Feature began running the column. It started with 45 papers and has 78 today, reaching 4,500,000 readers.

Turning out a daily column

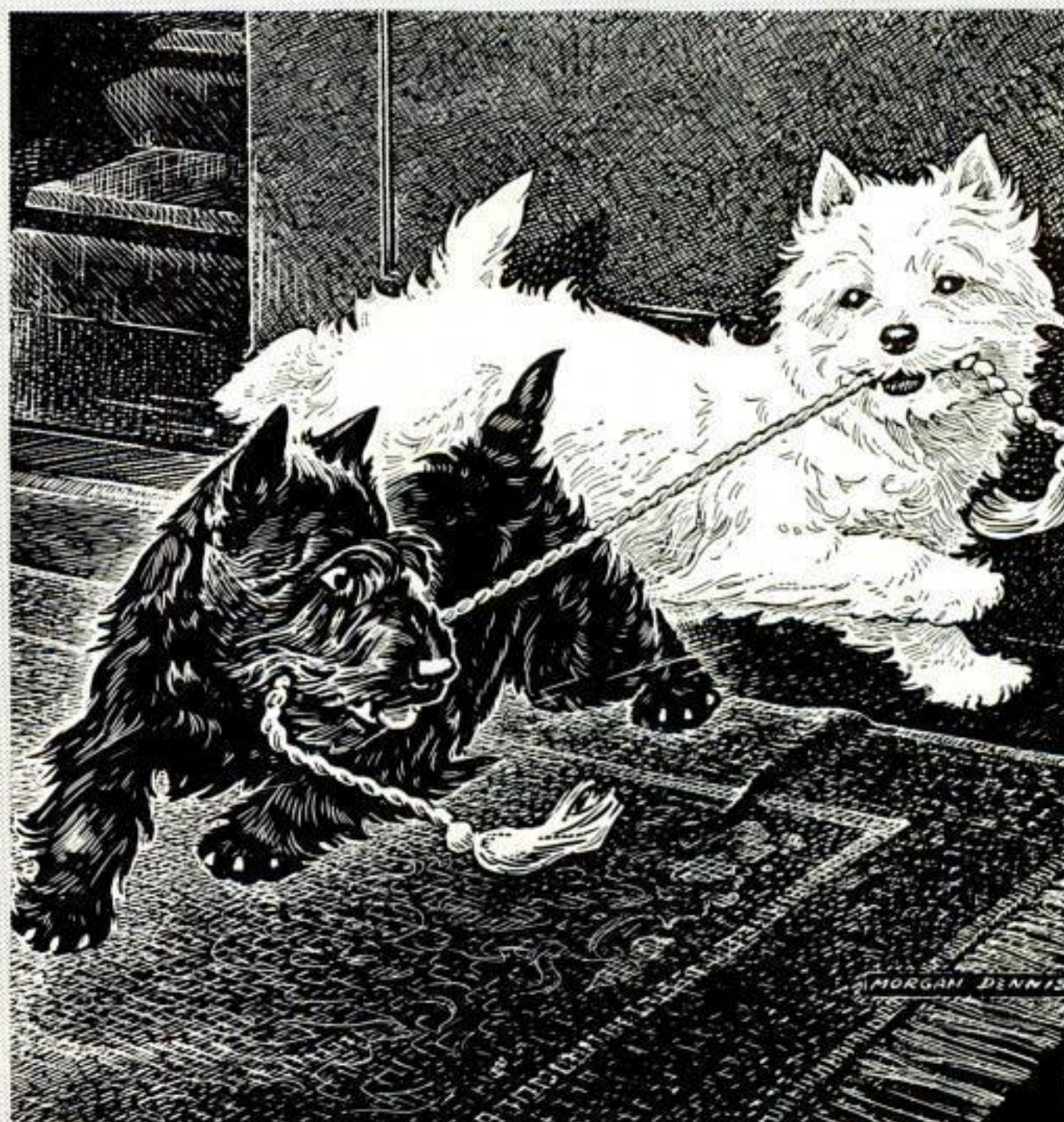
Mrs. Roosevelt gets such a kick out of writing the column that she has refused all offers of vacations. She dictates to Miss Thompson in half an hour, often knitting as she dictates. She edits the first copy, on occasion quite heavily, and it is then retyped. Miss Thompson generally watches out for grammar, but a phrase like "A conscientious person reads all the publications put out by the organization which they are joining" still gets into print occasionally. Now and then, on personal trips when she is unaccompanied by Miss Thompson, Mrs. Roosevelt types the copy out herself. She types slowly but accurately. She has turned the column out on trains, cars and airplanes—flying is her favorite means of travel—and in hotels all over the country, wiring it in to the United Feature office in New York by 6 in the evening. It is rarely edited for anything more serious than awkward constructions. Mrs. Roosevelt has a weakness for long, dangling sentences, some of which do not precisely parse. The syndicate has an emergency bank of four or five non-timely pieces, in case the column doesn't come in on time, but it has never had to draw on this. When in New York, Mrs. Roosevelt sends the copy in by messenger, and once she popped into the United Feature

CONTINUED ON NEXT PAGE

Toward her mother-in-law, who is the boss at their Hyde Park home, she is most considerate.



As a public speaker, photographed here addressing a Washington Chamber of Commerce dinner, she delivers an average of 40 speeches a year.



Perfectly Matched!

● There are definite reasons why Black & White has such fine Character. Every bottle of this famous Scotch is the result of patient aging and great skill in blending. Each of the fine whiskies in Black & White was carefully selected for its most desirable qualities...and perfectly matched to bring out the most magnificent flavor and delectable bouquet. Because people appreciate these qualities, Black & White is today an overwhelming favorite!



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YEARS OLD

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BLENDING SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

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ONE DAY WITH BETTY GRABLE

Featured in the Broadway Hit
"DuBarry Was a Lady"



Yes, says Betty, you've got to work hard every day...

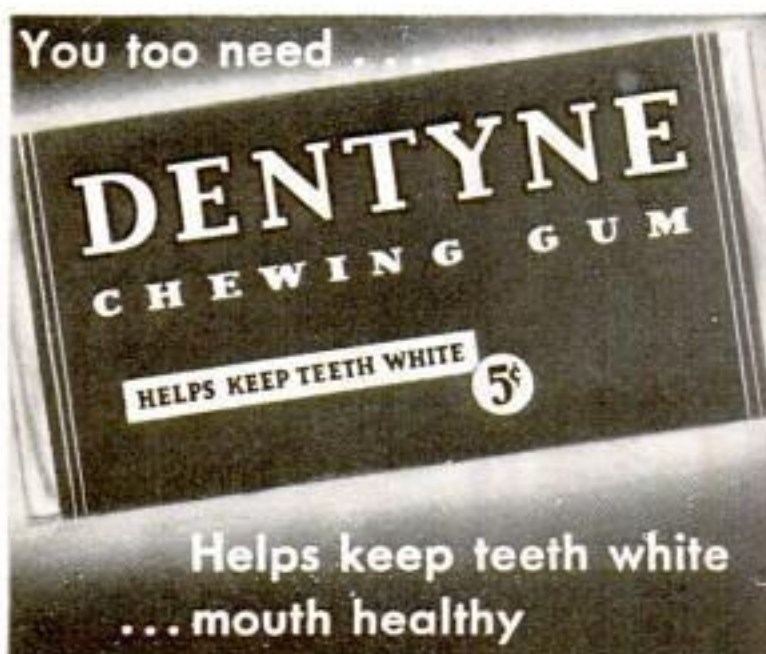


...to catch the eyes of the lads in the \$4.40 seats every night.



But this is the work Betty likes best! Chewing Dentyne—healthful work for Betty's pretty teeth—helps keep them sound and bright. And Betty is strong for that delicious Dentyne flavor.

MANY DENTISTS RECOMMEND ITS SPECIALLY FIRM CONSISTENCY FOR HEALTHFUL CHEWING



MRS. ROOSEVELT (continued)

office herself, saying "This is Mrs. Roosevelt's copy" to an astonished telephone girl.

The syndicate is not permitted to change the meaning of anything, but it may make cuts, and two or three times a year the night man who handles it calls up George Carlin, head of United Feature, and reads passages which might be considered rash or ill-advised. Carlin sometimes deletes these. He was not shown the recent reference to Lindbergh, in which Mrs. Roosevelt wrote, of Dorothy Thompson's criticism of the Colonel: "She sensed in Colonel Lindbergh's speech a sympathy with Nazi ideals which I thought existed but could not bring myself to believe was really there," but he says that if he had been queried on it, he would have cut it. When, as a matter of courtesy, he explains the reasons for excisions to Mrs. Roosevelt, she listens in a spirit of humility that is sensationally refreshing to a man who also handles Westbrook Pegler.

Mrs. Roosevelt is modest about her journalistic abilities, and does not take offense when the syndicate people intimate that she is sometimes a trifle gullible. Press agents have once or twice fooled her into writing up beauty parlors or other commercial ventures by presenting them to her as important social projects. She still has no hesitation about giving people harmless plugs, and her reference to a cobbler who had fitted shoes for her brought the man so much business that he now owns two factories. When Miss Thompson, a normally realistic woman, warns Mrs. Roosevelt that people are using her, the First Lady accuses her friend of being terribly suspicious. "She never suspects anyone of ulterior purposes," Miss Thompson says, in a rather bewildered way. "She's never been in a position where she's had to push, so she never suspects anyone."

"My Day" does not tell all

Her frank style of writing gives the impression that, in her column, she is telling all, but this is not the case. For example, on the occasion of the King and Queen of England's visit to Hyde Park, Mrs. Roosevelt ingenuously told how a butler dropped a tray full of glasses, then described the collapse of a serving table piled high with china. What she did not say was that after that final crash, which occurred at the end of dinner while the women guests were waiting for the signal to retire, the President looked down the table and said, "Scram, ladies!"

In the five years of *My Day*, Mrs. Roosevelt has only once given real comfort to the President's enemies. That was when she wrote that his projected cottage at Hyde Park would naturally cost more than the sum he had set aside for it, as he always underestimated costs. She made an attempt to cover this up later by saying that he had been right after all, and that the building had been erected within his estimate.

Intentionally or not, *My Day* is getting to be more political than it used to be. It commended the appointment of Justice Douglas to the Supreme Court, and last summer it plugged for revision of the Neutrality Act. Mrs. Roosevelt's dislike for dictatorships led her to show her sympathy with the Loyalists during the Spanish war, just as more recently she has been strongly pro-Ally. Her remarks on Fascism once inspired Mussolini's paper, *Il Popolo d'Italia*, to call for an embargo on Mrs. Roosevelt, a demand which she received with equanimity. Discussing it with friends, she dismissed it as due to a misunderstanding. "Probably I was only partially quoted," she said.

The political sallies in *My Day* are considered assets by the United Feature people. The question of renewing the contract for the

CONTINUED ON PAGE 78

Picnics are a pet diversion of Mrs. Roosevelt's. The one she gave the English King and Queen at Hyde Park was a success although Mother-in-law Roosevelt's British-born butler took a sudden vacation supposedly to avoid serving hot dogs to Their Majesties.



Time out for a
HEADACHE?
Not me! I get
quick relief
with "BC"



"BC" quickly soothes headaches, neuralgia and muscular pains. It is composed of several prescription-type ingredients that dissolve quickly and relieve in a hurry. Follow the simple directions on the package and consult a physician when pains persist.

FREE OFFER: For generous free sample write B. C. REMEDY CO., Dept. L-6, 551 Fifth Avenue, N. Y. C.



10¢ and 25¢

ONE OF THE
FASTEST-SELLING
REMEDIES OF ITS
TYPE IN AMERICA



JERIS
is a Good Hair Tonic

IT'S ANTISEPTIC

Remember the old adage, "an ounce of prevention"! Look to the health and good-grooming of your hair NOW. Use JERIS, the common-sense hair tonic to pep up scalp circulation, so vital to hair health... JERIS will positively remove unsightly, loose dandruff, and keep your hair glowing, handsome—easy-to-manage.

AT DRUG STORES AND BARBER SHOPS

WATERMAN'S *NEW* PEN

...A SENSATIONAL "BEST SELLER"!

Vacuum-fill Pen No.
511 (Choice of Colors)
\$5.00, Set \$8.50



De Luxe Lady Patricia,
Vacuum-fill Pen No.
65IV \$6.50, Set \$10.00



Full-fill Pen No. 351
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WATERMAN'S INK
Resists air, water, time,
light. Handy "Tip-Fill"
bottle, 10¢



■ Open the dictionaries. Call out the lexicographers. Find a word that expresses the success of Waterman's sensational new pen. Never before in Waterman's 55 years of world leadership has a pen won such instant acclaim from the public and from the thousands of fountain pen dealers.

■ And good reason! The quality leader is now the leader in style and beauty as well. Made of a fabulous new material; smart in its modern, streamlined design, this newest pen is a honey from tip to clip.

■ If you're from Missouri, there is only one way for you to find out what the thousands have learned in the past 60 days. Go to your dealer and lay this new pen down side by side with the best the market offers. And you'll see why this pen for \$8.50 is a stand-out.



Waterman's Hundred Year Pen with newest type "Extra Thin-Lead" Pencil. Available in four jewel-like colors: Jet Black, Burgundy Red, Forest Green, Navy Blue. Price of the set \$12.25

Waterman's
Hundred Year Pen
GUARANTEED FOR A CENTURY

Waterman's new Hundred Year Pen is made of one of the most amazing materials ever to come out of a test tube. Time or use can never dim its jewel-like luster... and, because it is strong as steel, it can never break, warp, shrink or twist.

Furthermore, our 55 years experience in quality pen making assures you that every feature of this new pen is the finest that can be made. No wonder Waterman's Hundred Year Pen guarantees you a Century of writing satisfaction!

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Waterman's

THE FIRST AND LAST WORD IN FOUNTAIN PENS

EX-LAX MOVIES

The Taming of Tommy the Terrible



TOMMY: I won't! I won't take that awful medicine! I can't get it down!

MOTHER: All right, young man. I think I know something that you will like!



TOMMY: M-m-m! Gee whiz, Mom, that's a cinch to take. It tastes like chocolate.

MOTHER: Yes, its name is Ex-Lax and it's not only good—it's good for you!



LATER

TOMMY: Whoopee! That Ex-Lax made me feel fine. You'll never have to force me to take that!

MOTHER: Right! From now on, Dad and I are going to use Ex-Lax, too!

The action of Ex-Lax is thorough, yet *gentle*! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for *every* member of the family.

10¢ and 25¢



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CASH'S INTER-**Woven** NAMES

And Get an Extra Dozen FREE

It costs so little to insure your belongings against loss or misuse with Cash's Woven Names. Order them now for all your new clothing and linen. At most good department stores, or write us.

Trial Offer: Send 15c for one dozen of your own first name and sample of NO-SO cement.

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MY HANDS are so DRY and HARD! WHAT CAN I DO?
Use Resinol Ointment. It soothes, smooths, and softens dry, rough skin.
RESINOL

MRS. ROOSEVELT (continued)

column will come up at the end of 1940, and it will almost certainly be renewed. Mrs. Roosevelt wants to go on writing it, and the syndicate people feel that in the event that her husband isn't re-elected her pieces will, if anything, be better drawing cards than ever, since she will be able to express her views less guardedly.

There are indications that *My Day* is sometimes used as a springboard for the President's opinions. When the women reporters in Washington asked Mrs. Roosevelt how it happened that her column so frequently coincided with the President's views, she replied: "You don't just sit at meals and look at each other."

Since the President always breakfasts in bed and lunches in his office, Mrs. Roosevelt sits across the table from him only at dinner. They dine alone, or with house guests, about five nights a week. The other nights there are larger dinners. Mr. Roosevelt likes to use his wife as a guinea pig to test new ideas. "We argue everything," she says. "He tries out his ideas on me, partly to see how they sound when expressed, sometimes partly to have fun with me."

Mrs. Roosevelt does not blush when her husband gets off rather broad Fly Club jokes, but covers him tactfully when this occurs in the presence of guests who have not been insulated by a Harvard education. On more formal occasions she has often bolstered the President's morale. At the annual dinner and musicale for the Justices of the Supreme Court, they stood together saying goodnight to an interminable line of guests. One guest heard the President say to his wife: "I can't stand it another minute. Not another minute, I tell you." Soothingly Mrs. Roosevelt replied: "It will all be over soon. Just hold on a little longer."

Mrs. Roosevelt's enormous personal charm is her own conscious handiwork. It is not innate. She has told in her autobiography what an ugly duckling she was in her youth and as late as her husband's first campaign, some of the Roosevelt advisers were honestly worried about the impression of awkwardness which she made on people. But seven years of earnest self-improvement—in personality, dress, speech—have worked wonders. She can now accept with amusement the imitations with which her cousin, Alice Longworth, whose column has fallen by the wayside while Mrs. Roosevelt's has flourished, occasionally brightens up Washington parties. She even encouraged Mrs. Longworth to go through her act in her presence and afterwards remarked blandly, "She's my greatest help."

There used to be widespread criticism, especially in quarters politically opposed to her husband, of Mrs. Roosevelt's way of life. Just before the last Presidential election, at the Velvet Ball in the Waldorf in New York, as Mrs. Roosevelt walked down the ballroom, she was hissed by a group of people whose names are extremely well known in Newport and Tuxedo Park. She merely held her head a little higher as she walked on. The next day she wrote a note to a friend who had persuaded her to attend this affair, which was given for the benefit of one of her favorite charities, saying she hoped the friend hadn't worried about the incident. During times of this kind, she wrote, feeling ran high and, after the election, it would all be forgotten.

Mrs. Roosevelt's fitness to be a public figure in her own right now stands unquestioned. But it means that some time, next year or four years later, the U. S. is going to face a new problem: what to do with an ex-First Lady. This question has not existed before because no President's wife has ever before made a career of the First Ladyship. In any case, Mrs. Roosevelt can be counted on to solve the problem better than most ex-Presidents have solved the problem of what to do with ex-Presidents.

"My Day," Mrs. Roosevelt's daily column of usually tactful chitchat, appears in 78 newspapers and is dictated by the First Lady to her secretary, Miss Malvina Thompson (right). Often, as on this day, Mrs. Roosevelt knits and dictates at the same time.



Start the Night Right

CLEAR YOUR NOSE for a Good Night's Sleep



DOES YOUR NOSE feel all dried out, clogged, or irritated, so that you find it hard to get to sleep? Then try putting a few drops of Vicks Va-tro-nol up each nostril at bedtime.

VA-TRO-NOL SPREADS a comforting film that relieves transient congestion, lets you breathe more freely and helps pave the way for a good night's sleep.

ENJOY THE COMFORT and relief Vicks Va-tro-nol brings . . . tonight.

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WOMEN & MEN can't be wrong

in recognizing these FACTS by *L'Orlé*

Men and women today freely recognize the safeguarding of personal charm and cleanliness as a fact of modern life that cannot be ignored. With the important discovery of L'ORLÉ'S Parfum L'Odorante—the original perfume that deodorizes—modern living steps definitely and delightfully forward.

Fastidious women of society, stage, screen and business have found that L'ORLÉ is the long sought answer to their demand for daintiness. Its wide variety of exquisite odors...its assurance of lasting fragrant bath-freshness...its protection against irritation...its harmlessness to fabric...has made L'ORLÉ a daily *must* the year around with every modern woman.

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Though L'ORLÉ is made from expensive perfume essences it is *not* costly. \$1 the 2 oz. flacon at Department Stores, Specialty Shops, Beauty Salons or exclusive Druggists.

Learn this modern fact of life. For your personal assurity, for new social security, try L'ORLÉ'S Parfum L'Odorante, *today!* Insist on the *original* perfume that deodorizes.

Attention: Should your favorite shop be unable to supply you, send \$1 and we will mail you a 2 ounce flacon of L'Orlé's Parfum L'Odorante post paid on a guaranteed money back basis. Parfum L'Orlé, Inc., 6 East 39th Street, New York, N. Y.



After your bath apply L'Orlé freely and you will keep fragrantly bath-fresh all day. Men, too, like L'Orlé's special he-man, outdoor odors.



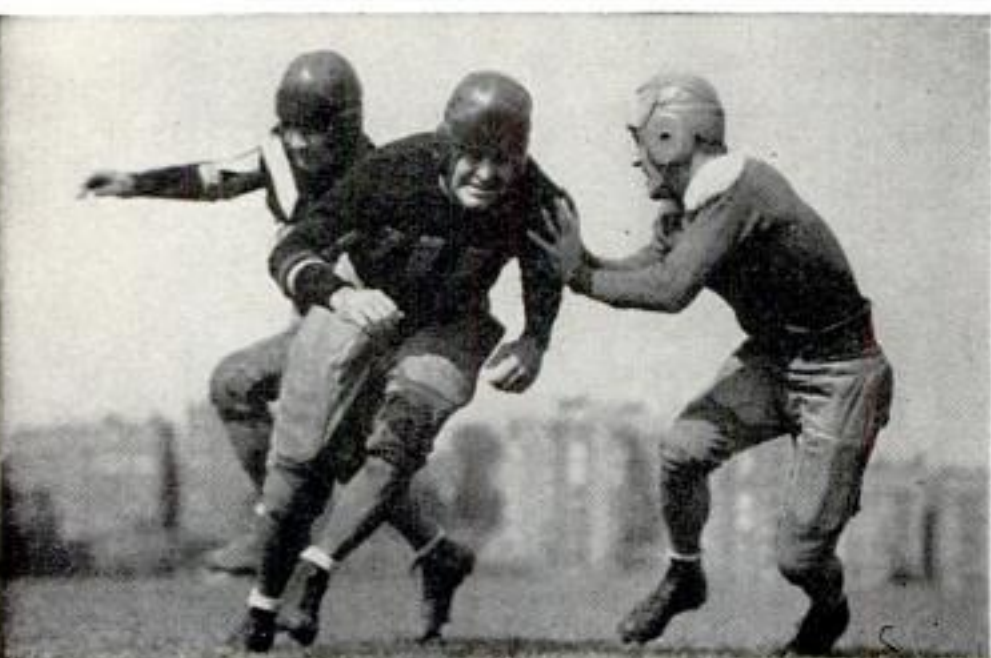
Real life close-ups are demanding. L'Orlé brings exquisite insurance to romantic moments.



Sunny France's flowers form the rare essences from which L'Orlé's exquisite fragrances are produced.



Ride away to romance with the complete personal assurance of one of L'Orlé's outdoor fragrances.



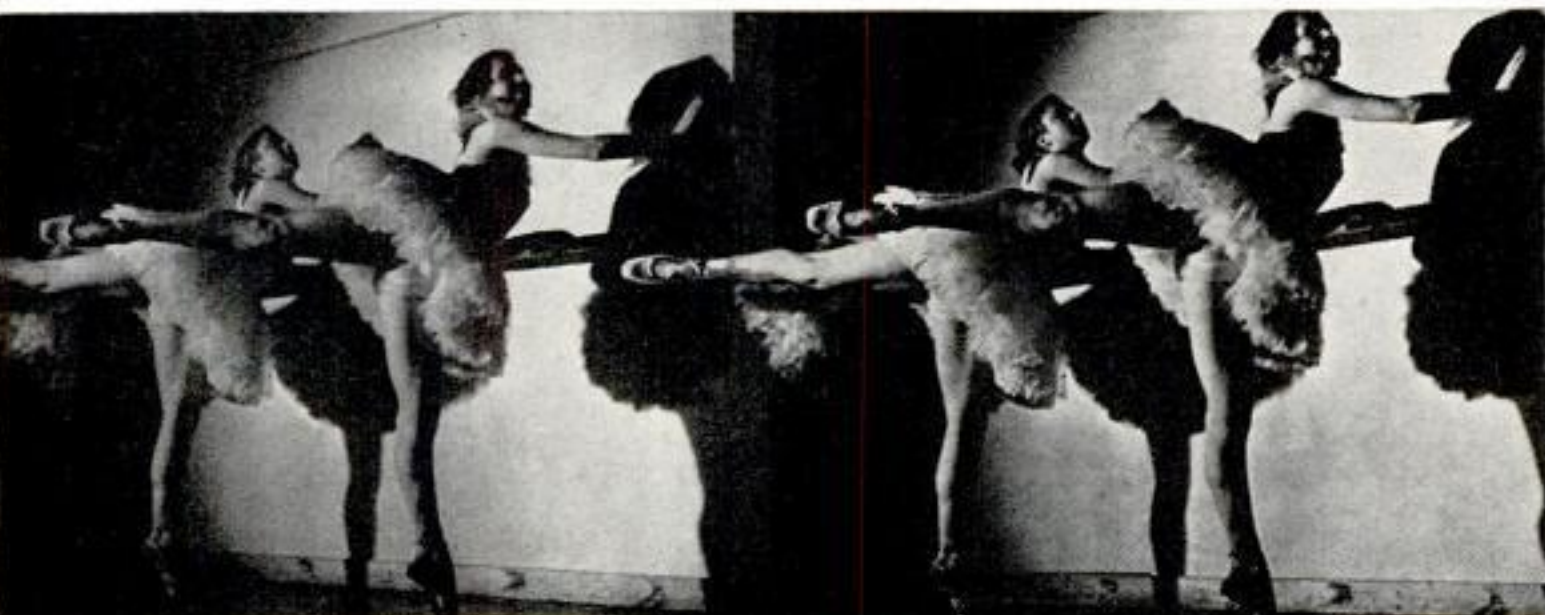
Now for the prom... after victory a celebration. Even 200 pound tackles realize they are no roses at a dance without the protection (definitely he-man) of L'Orlé.



The importance of personal charm in social as well as business life is reflected by L'Orlé's tremendous popularity among modern men and women.



Business assurity as well as social security is fragrantly insured the year around by the daily use of L'Orlé's Parfum L'Odorante.



Ballet or Ballroom, Set or Stage, stars of the entertainment world have discovered how refreshing L'Orlé is in both their professional and private lives. Follow the stars and find delightful security in the perfume that deodorizes.



For women, favored fragrances are: Princesse de Condé, Marquise de Maintenon, Madame de Pompadour, Marie Antoinette, Duchesse d'Orléans, Madame Rolland, Duchesse de Chateauroux, Gardenia, Lily of the Valley, Bonnie Heather, Orchard Blossoms.

For men: Squire, Boots & Saddle, Tumble-weed, Field & Stream, Stick & Ball, Skiing.

Life goes to the Architects Ball

2,000 Chicagoans cavort as their "favorite myths"

In Chicago's huge Trianon Ballroom on Jan. 12, more than 2,000 oddly assorted deities, demigods, demons and dreams merrily mingled at the annual ball of the allied architectural associations of Chicago and Illinois. Of all the professions, architecture instills in its practitioners the lushest taste for entertainment on a large and spectacular scale. Paris' Quat'z-Arts Ball is the liveliest, most uninhibited party of a lively and uninhibited city. New York's Beaux-Arts Ball tops in opulence all other efforts of the winter season. Newer, but of equal exuberance and distinction is the Architects Ball of Chicago, held this year for the third time and dedicated to the advancement of architectural education.

"Call Out the Gods" was its title and motif. Guests came costumed as their "favorite myths." Result was the greatest convocation of mixed legends ever assembled outside of Bulfinch's *Mythology*. Besides such Parnassian principals as Zeus, Athena, Apollo and Artemis, there were dryads and naiads, nymphs and nereids, oceanids and oreads, sylphs and satyrs, leprechauns and lorelei, pixies and nixies, banshees and brownies, goblins and hobgoblins, gnomes, trolls, imps, harpies, elves, ogres, fays and strange personages from the remote temples of Baal, Astarte and Amun-Ra. There were several Santa Clauses, one Hitler and a God of Chance. One man covered himself with signs reading, "We owe it to ourselves," "Why worry; we don't," and called himself the "Myth of the Balanced Budget." Another wore civilian clothes and said he was an atheist. When it was all over (at 5 a.m.) the architects came down to earth and found they had collected \$7,000 for their scholarship and endowment funds.



"The Great God Damn" appeared in a dozen impersonations. This mustachioed merrymaker was best. One socialite came as "Oh My God!," another as "God Awful," several as just plain God.



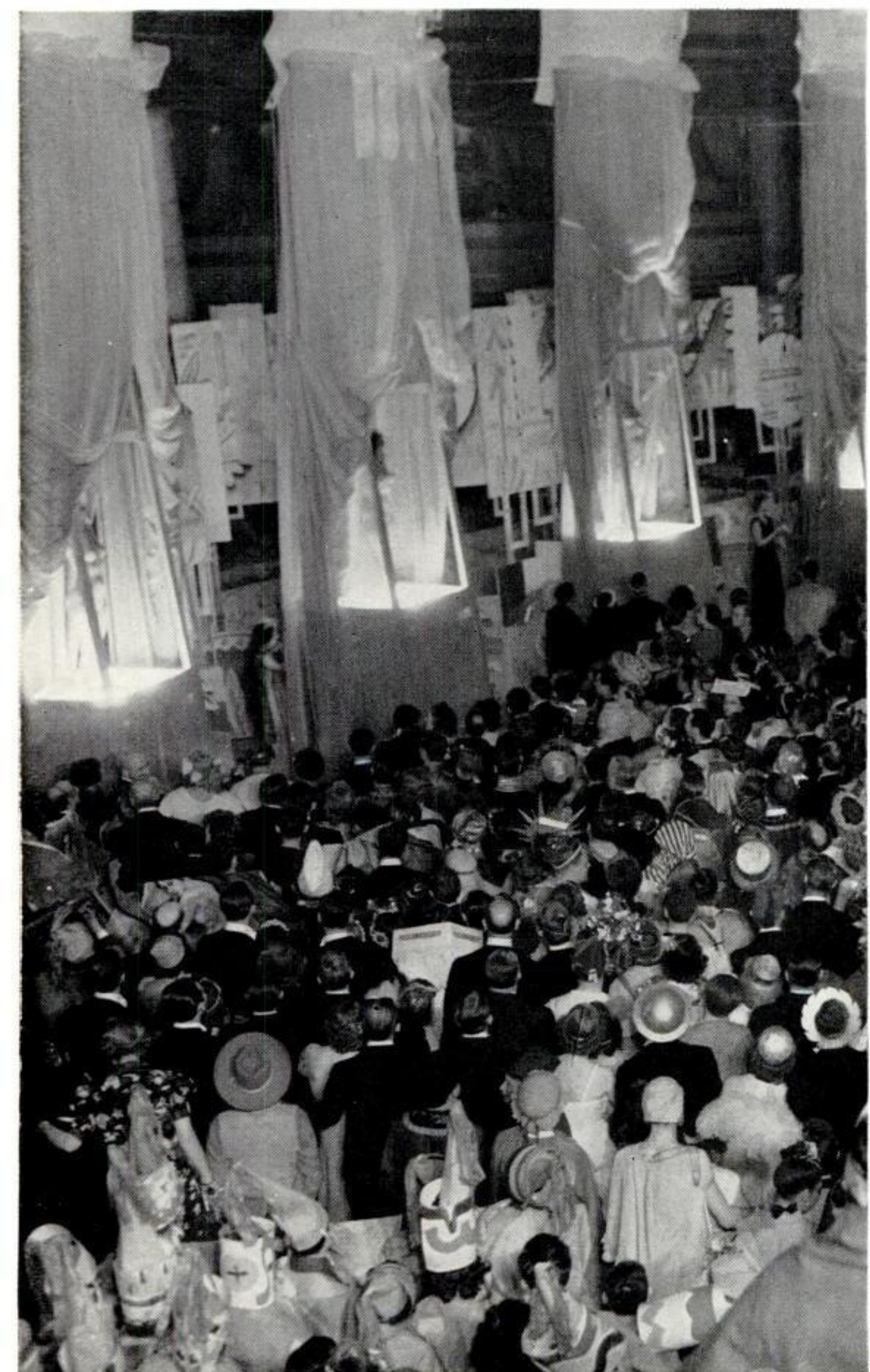
A wire-and-plywood Venus (right), constructed by pupils at the Moholy-Nagy school of design, ornamented the refectory. At left: Maxine de Diego, wife of Artist Julio de Diego.



The unveiling of the vestal virgins was an ingenious notion which gave architects a chance to stage a Neo-Roman strip tease. Shortly after midnight, white and lavender draperies covering



"Hairless Joe," a kind of Neanderthal-Pitdown man (Ken Krebs, artist), gnawed on a big bone during most of evening. Later he washed up, tooted an archaic horn with one of bands.



seven lofty pillars were lifted, revealing seven shapely girls standing on pedestals over the heads of the crowd. Colored lights played briefly on their bare limbs. Then the curtains fell.



The centaur of George W. Terp Jr., architect, began to sag after a too-enthusiastic lady sat on the horse end. Until then the hind legs had revolved with a velocipede wheel, kicked whenever Mr. Terp pulled the rope. The back injury put it out of the running for a prize.



"Venus on the Half Shell," a recreation of Botticelli's famed painting, was borne around ballroom during pageant. Below: Artist William Welsh divides prize among four guests costumed as Mayan deities—an eagle goddess, an ocelot god, another eagle goddess, a bat god.



CONTINUED ON NEXT PAGE

Architects Ball (continued)



A surrealist Venus in "The Temple of Love" gets decorated with painted stockings, garters, frillies, ticktacktoe. The ball was well supplied with Venuses, both animate and inanimate.



Bacchus invades the shrine of a vestal virgin, throws kisses to the crowd. Reporters lost count of all the men who wrapped grapes around their heads and called themselves Bacchus.



Zeus's chariot was a 1907 Ford. During the post-midnight pageant, Zeus and his fellow Olympians rolled around the

floor in this ancient vehicle, preceded by a band of Father Divine's "angels" playing the *Beer Barrel Polka*. Later in

the evening, the chariot was used as a place to sit dances out. The girl shown here is Lela Ellis, dressed as Mercury.

LIFE'S PICTURES



This is the trio that achieved the week's picture scoop, the photograph of Red flag over John Lewis on page 21. Left to right: Ben Hayes, reporter, Sarah L. Dush, feature writer, and Herbert Workman, photographer—all of the *Ohio State Journal* of Columbus. When the flag unrolled above Lewis, cameramen frantically began taking pictures. Expecting trouble, Workman passed his exposed plate to Hayes who began to walk toward the door with Mrs. Dush, while enraged delegates jumped on photographers, took away their cameras and plates, refused to let them leave the hall. When Hayes and Mrs. Dush reached a door, Hayes gave Mrs. Dush the plate, and she ran all the way back to the office with it. Though the *Journal's* scoop was printed in papers all over the country, the *Journal* itself did not print it because it felt the miners wouldn't like it.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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42, 43—PETER STACKPOLE exc. bot. rt. CORLETT in THE CALIFORNIA PELICAN
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68, 69—PRESLIT-SOVFOTO
70, 71—THOMAS D. MCAVOY, map by TOBIAS MOSS AND F. G. COOPER
72—ROBERT DAY, courtesy THE NEW YORKER
73—ACME
74—W. W., ACME, RIXEY—INT., WERNER WOLFF OF CAMERA FEATURES, W. W.
75—W. W., A. P.—A. P., INT.
76—A. P.
78—THOMAS D. MCAVOY
80—BERNARD HOFFMAN—WALLACE KIRKLAND
81—WALLACE KIRKLAND exc. t. lt. BERNARD HOFFMAN
82—WALLACE KIRKLAND
83—OHIO STATE JOURNAL

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; EXC., EXCEPT; COL., COLUMN; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; W. W., WIDE WORLD.

PICTURES TO THE EDITORS

HUMAN FLY

Sirs:

Here is Jack J. Huennekens of Milwaukee, who resembles Mickey Rooney in appearance, clinging for dear life to the side of the office building in which we work. Below him is a 210-ft. drop to the

street. He climbed down the fire escape to the level of the wall, then edged himself over several feet to afford a full view of the background in East Milwaukee. Suicide wasn't the idea, but just the desire to feel a new sensation.

HOWARD G. HINZ
Milwaukee, Wis.



STUNT PILOT

Sirs:

At the recent All-American Air Maneuvers in Miami, "Squeek" Burnett of College Park, Md., turned his 15-year-old plane upside down and flew within

three feet of the ground while trying to cut a 12-ft.-high clothes line with the wheels of his plane. Aviation officials actually turned white when they saw Burnett dip too low and miss the line.

HAMILTON WRIGHT
Miami, Fla.



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Or guests or children have a thirst—
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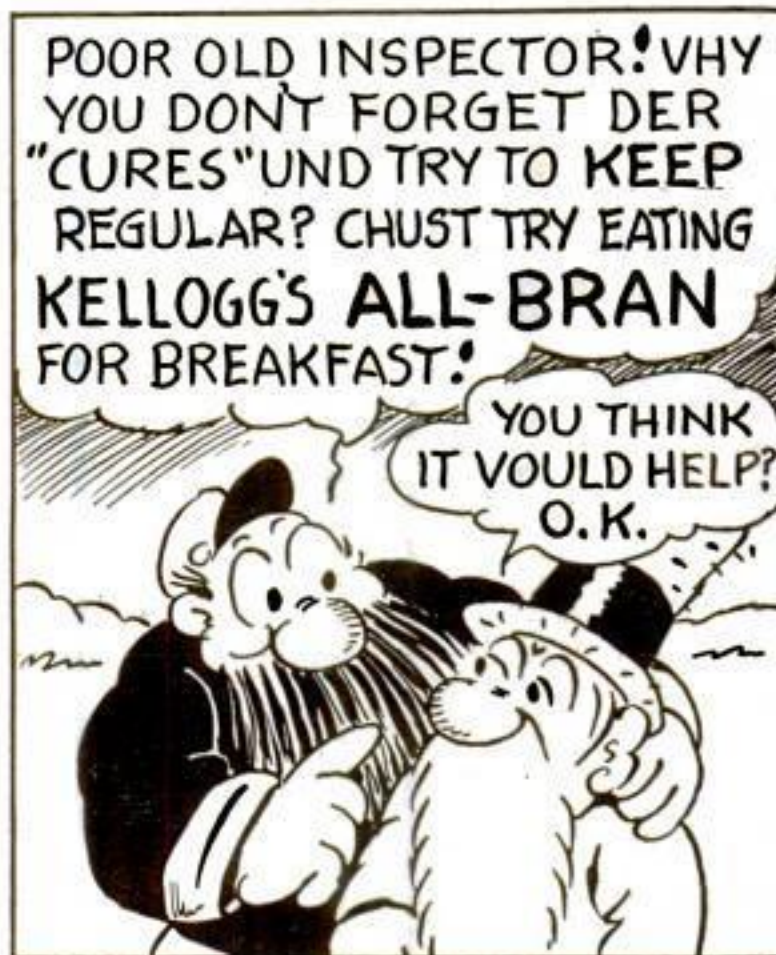
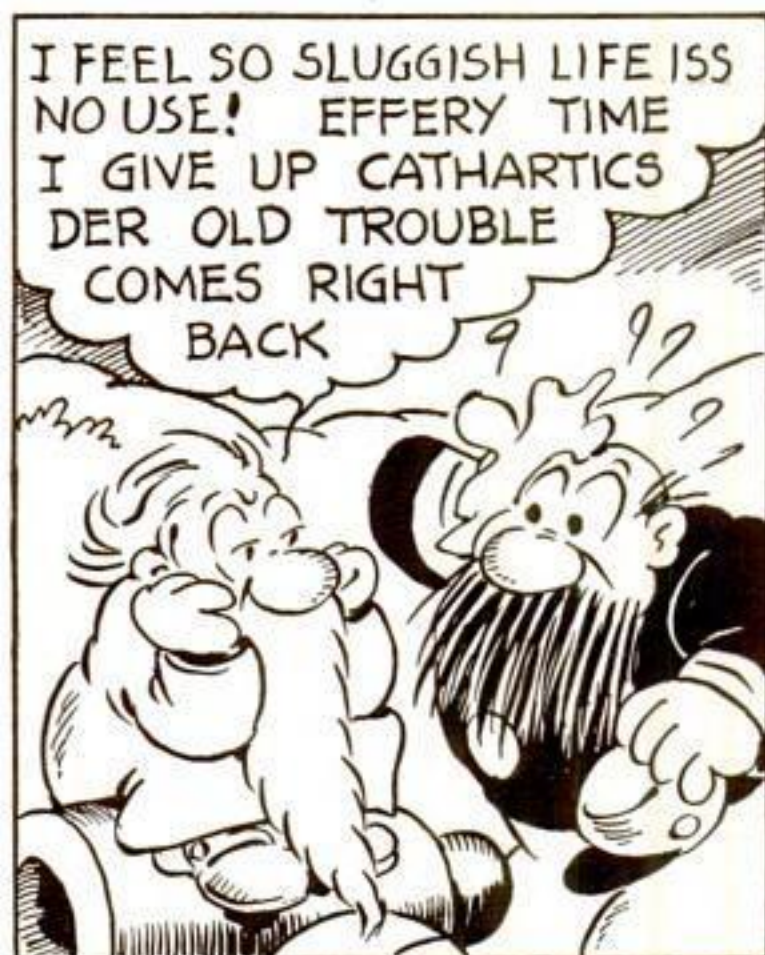
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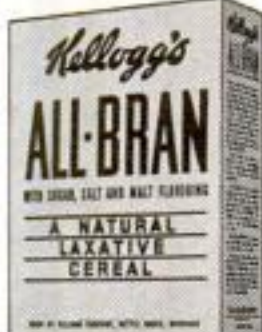
THE CAPTAIN AND THE KIDS

—By Rudolph Dirks





YES, folks, the modern idea about constipation is not to bear it first and try to cure it later. If it's the ordinary kind (due to lack of "bulk" in the diet), the better way is to *prevent* it by getting at its cause. How? Eat a crisp, bulk-rich cereal—Kellogg's All-Bran. Eat it daily, drink plenty of water, and join the "Regulars!" Made by Kellogg's in Battle Creek.



Copyright, 1940, Kellogg Company

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**

PICTURES TO THE EDITORS

(continued)

DEVIL DANCE

Sirs:

I was much impressed by the excellent article that appeared in LIFE, Jan. 8, about Tibetan Lamaism in connection with my trip. In looking through my files, I found this series of photographs that deal with a subject related to Lamaism.

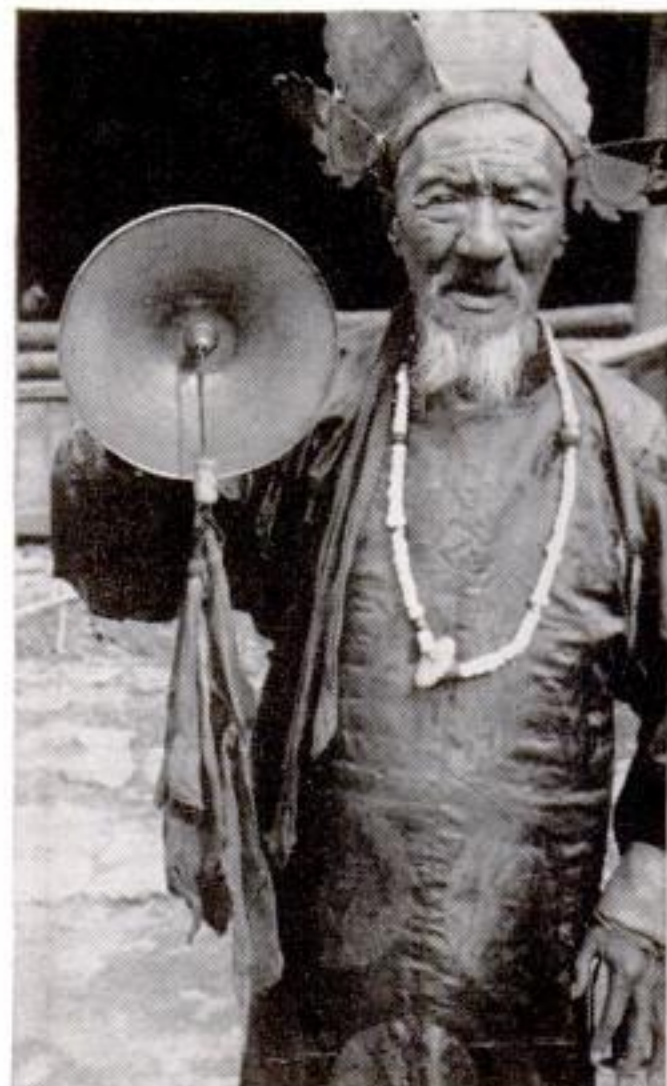
These pictures show Dto-mba, a priest of the Nashis, a little-known tribe on the eastern borders of Tibet, who is doing a dance to ward off demons. Each swing he

makes is an attack on a demon. The position of attention (bottom row) shows he is waiting for a command from his supreme deities. In his hands he holds a sword, and the sacred cymbal which is supposed to receive the priest's soul after death.

The eyeglasses are an incongruous note. They did not magnify anything and I believe he wore them as a kind of charm. When I offered him two pairs of ordinary dark glasses he was enormously pleased.

QUENTIN ROOSEVELT

Oyster Bay, N. Y.



*A treasure
of a cake for Entertaining!*



DEVIL'S FOOD CAKE (3 eggs)

3 squares Baker's Unsweetened Chocolate
3/4 cup water
4 tablespoons sugar
1 teaspoon vanilla
2 cups sifted Swans Down Cake Flour

RECIPE

2 teaspoons Calumet Baking Powder*
1/2 teaspoon soda
1/2 teaspoon salt
3/4 cup butter or other shortening
1 1/4 cups sugar
3 eggs, well beaten

Combine chocolate, water, and 4 tablespoons sugar in saucepan; cook over slow fire until thick and smooth, stirring constantly. Let stand until cold, stirring occasionally. Add vanilla.

Sift flour once, measure, add baking powder, soda, and salt, and sift together three times. Cream butter thoroughly, add 1 1/4 cups sugar gradually, and cream together until light and fluffy. Add eggs and beat well; then cold chocolate mixture and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Turn into two greased 9-inch layer pans. Bake in moderate oven (350° F.) 35 minutes, or until done. Spread White Fudge Frosting between layers and on top and sides of cake. To decorate, dip ends of toasted almonds into mixture of 1/2 square melted chocolate and 1/4 teaspoon melted butter, which has been cooled until slightly thickened. Arrange almonds on top of cake.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers.

WHITE FUDGE FROSTING—Combine 3 cups sugar, 1/8 teaspoon salt, and 1 cup milk in saucepan. Bring quickly to a boil, stirring only until sugar is dissolved. Then boil, without stirring, until a small amount of mixture forms a very soft ball in cold water (234° F.). Remove from fire. Add 2 tablespoons butter, 1/2 teaspoon vanilla, and 1/2 teaspoon almond extract. Cool to lukewarm (110° F.). Beat until of right consistency to spread. If necessary, place over hot water to keep soft while spreading. Makes enough frosting to cover tops and sides of two 9-inch layers.

(All measurements are level.)

Baker's Chocolate Devil's Food Cake with Almond White Fudge Frosting

FROM its almond crown to its last luscious chocolate crumb—what a cake this is for guests!

It's formal enough for occasions that call out your Crown Derby china and heirloom silver. It's simple enough for an intimate tea or a children's party. And it's *chocolate*—practically everyone's favorite flavor!

And it's *easy to make*, if you follow directions, for the recipe is the creation of cooks who have spent years working with chocolate. They tell you to use Baker's Chocolate, because Baker's

is one hundred per cent *pure chocolate*. It contains *all* of the richness of choice cocoa beans, with nothing taken away, nothing added.

That is why "real chocolate" has meant "Baker's Chocolate" in America since 1780. That is why, for the really *rich* flavor and appetizing red-brown color it gives your cooking, Baker's Chocolate has never been rivaled.

Tell your grocer you want the chocolate with the famous "Baker Chocolate Girl" on the label.

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DON'T FORGET BAKER'S COCOA FOR SCHOOL-DAY LUNCHES! So appetizing...so rich and nourishing...so pure...and so much for your money in the pound-size can! Baker's Cocoa has been famous since 1780.



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Get a copy of this smart new "Party Book" to help you with all your entertaining. You'll find 59 ideas for wonderful desserts and refreshments that are sure to make friends and fascinate people. 28 illustrated pages. Yours free! Just mail this coupon to LM 2-5-40 GENERAL FOODS, BATTLE CREEK, MICH.

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(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Oct. 1, 1940)



ACTUAL COLOR PHOTOGRAPH. Bennett Partin, North Carolina tobacco farmer, shows flowering tobacco plant — from which seeds are obtained. U.S. Government methods of raising tobacco are used on Mr. Partin's farm. Below: Mr. M. J. Moye in action.

"UNCLE SAM LENT A HAND making tobacco better-than-ever

and Luckies have bought the cream of these better-than-ever crops," says M.J. Moye, warehouseman for 18 years

SMOKER: "How did Uncle Sam lend a hand?"

MR. MOYE: "The U.S. Government Experiment Stations showed farmers new methods of growing tobacco."

SMOKER: "And that's why you say crops have improved in recent years?"

MR. MOYE: "Yes. Even though crops do vary with weather—tobacco today is better than ever."

SMOKER: "Does the tobacco that goes into Luckies come from these improved crops?"

MR. MOYE: "Yes, sir. Luckies always *have* bought the finer tobacco sold on my warehouse floor. That's the reason I've smoked them myself for years. And it's also the reason why Luckies are the 2-to-1 favorite of independent tobacco men—buyers, auctioneers and warehousemen."

Try Luckies for a week. You'll find they're easy on your throat—because the "Toasting" process takes out certain harsh throat irritants found in all tobacco.

You'll also find out why— **WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**



Have you
tried a
LUCKY
lately?